



Sears, Roebuck and Co., Chicago

FALL AND WINTER, 1941-42

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED



THE JOYNERS: MERRILL, NELLIE, SHIRLEY MAE AND TOM



DUANE, GERTRUDE, HARLAN, GLORIA AND HENRY OPDAHL

MEET THE BOSSES OF SEARS-ROEBUCK

Probably you never heard of the Opulahs and the Joyners. It would be strange indeed if you did, for they're not the kind of folks who make newspaper headlines or win contests. But they're people worth knowing, all the same. Because they are what all of us want to be—good, solid, dependable Americans.

These folks and 10 million other families like them are customers of Sears and, what is more important, friends as well. What they talk about and believe in, what rises them or brings a chuckle, are vitally important to us. For they are the real bosses of ours, here at Sears-Roebuck.

We wanted you to meet them—to sit on the side porch and hear them tell how Sears help them get more out of living. So we went to cities and villages and along the less-traveled side roads that line America's fruitful farmlands, and took the pictures you see on the pages following.

Wherever we went we heard why

folks are buying more from Sears Mail Order today than they ever did before. "We buy for less," they said, "and always get quality we can depend on. We get such a wide choice of styles, designs and prices. We can hold a family council on our purchases. And we save so much time because we can buy from our Sears catalog at home and things are delivered right to the mailbox."

They like Sears catalog for other reasons, too. Because they can find what they want, completely and accurately presented. Because Sears merchandise is pictured as it will look in their hands, in their homes, at the bench, on the farm. And because we give them straightforward, factual reading matter—stripped of technical terms and sales talk.

So your new Sears catalog again is that kind of book—the kind of practical catalog you and the Opulahs and Joyners and 10 million other American families told us you want.

We guarantee to save you money. We guarantee to deliver all merchandise safely. We guarantee to satisfy you. We guarantee that every article in this catalog is honestly described and illustrated. We guarantee that any article purchased from us will give you the service you have a right to expect. If for any reason whatsoever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want or refund your money, including any transportation charges you have paid.

Sears Easy Payments apply to everything we sell. See the Inside Back Cover . . . Sears exclusive "Store-else" makes folks make shopping easy . . . For complete index and information, turn to How to Order, Index "Store-else"

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Still making sparks fly, the old Sears forge is used by Mr. Opdahl to maintain machinery on the farm.



One look at Henry tells you that it won't be long until his place has Sears electric fencing, too.



Next on the table is a tradition and their cold storage factor in Albert. Len always holds a plenty.



Business man that he is, Henry Opdahl knows that profits can be made or lost in farm management as in plowing, planting, harvesting. So continuous farm records are kept and Sears catalog comes out whenever they make a purchase for the family or the farm.

THE OPDAHLS OF MINNESOTA

are old friends of Sears because they know what an acre ought to yield and a dollar ought to buy

If you strike out from Albert Lea and go sixteen miles southwest through Conger, you'll find the comfortable farm buildings of Henry and Gertrude Opdahl, surrounded by 440 acres of Freeborn County soil that's rich and black. Seventy-seven years ago Henry's father came here from Norway and broke the land walking barefoot behind a plow and oxen. Henry, his eleventh child, was born on the place and Gertrude but a few miles up the road. So their family roots run deep in the soil and you can understand their reverence for this country that is both life and livelihood.

Henry Opdahl is a progressive farmer and a sound business man. Alert to the changing scene in agriculture, he works with the State University. Periodically their specialists review his program and practices, make suggestions their experience has shown will increase Opdahl farm earnings. Once a year they audit the farm record book and this statement of his operation serves Mr. Opdahl as a guide for the year ahead.

The same business-like approach carries on into family purchasing, as well. They buy from Sears catalog not because Sears amounts to almost a tradition in the Opdahl family, but because month-in and month-out the Sears catalog continues to give "better quality for the money than anybody else." When they make out an order, the needs of the whole family are consulted—right down to the hired men. And almost every order includes what thrifty Mrs. Opdahl calls "postage servers"—items like tooth paste and shaving cream that alone save the entire postage.

How long have they bought from Sears? Henry answered our question with an invitation. "Come on back to the implement shed," he said, "I want to show you something." There, framed in the rays of a setting Minnesota sun, stood the old forge and anvil they bought from Sears-Roebuck Mail Order twenty-four years ago—still giving service, still living up to Sears famous guarantee.



Old and new mingle on the well-kept Opdahl farm. The red-painted barn has stood for forty-seven years, measures 50 by 100 feet, provides Mr. Opdahl with so much storage space that he has hay to sell. The cement stair sills were put up just five years ago.



Pretty, blue-eyed and sweet sixteen, Gloria runs Daddy's tractor. During the winter she hands repairs equipment.



Duane, a 4-H Cows Champion, feeds the Opdahl cattle. Units of live stock are always kept in proportion to acreage.



Four-headed Harlow, 3, helps path eggs. Henry starts his chicks off early, has eggs year round, then gets good prices.



Cautious Mrs. Opdahl helps Harlow post an order to Sears. Last year purchases included clothes, harness, rugs, tools.



Active in community affairs, Henry Opdahl provides as president of the Production Credit Association.



4 pounds corn to 1 pound pork is the five-year average of Opdahl hogs, self-fed with a Sears Farm Master.



Water pressure replaced windows 11 two years ago and today supplies the house, barn and cattle shed.



Swing low sweet chavior! Gloria and Duane sing in the glee club, play saxons in the school band



The 11-room Opdahl farmhouse sits back from the road, shielded by aspens, surrounded by box elders, oak and elm trees. When winter comes with its biting Minnesota cold, storm windows go up, the north side is banked, and the furnace draft thrown wide open

OPDAHLS MAKE THE MOST OF REA

November 10, 1939 was a red-letter day in the Opdahl household. For on that date the high line came down the road just the Opdahl farm and life became richer and fuller than it had been before. First on their list of "musts," of course, was a centrifugal pump for running water. Then came the electric range. And as months went by, other conveniences were added: vacuum cleaner, toaster, iron, radio and clock.

But being practical folks, it's not convenience but rather the labor and time they save with the REA that appeals to them most. Mrs. Opdahl says her electric washing machine does the work in less than half the time it used to take. The electric cream separator eliminates the drudgery of hand operation. And the Sears motor that operates the flaring mill and tool grinder frees hands for other chores.

The Opdahl electric bill is no problem. "Some day soon I hope we'll be paying more," says Mr. Opdahl. And you know that sure as shooting he has some new Sears equipment in his mind that he can pay for on Sears Easy Terms—by the month, a little at a time.



Best career, thinks Duane Opdahl, is flying—and small wonder, with three cousins already in the air



Modern from sink to refrigerator, Mrs. Opdahl's kitchen is one that many city housewives might envy



But buttered popcorn—glamour some! Opdahl children have the time of their lives when they visit Grandma Louisa's just over the state line in Forest City, Iowa, on Sunday afternoons. Made in the kitchen, served in a dishpan, popcorn's a regular week-end event

THE JOYNERS OF MISSOURI

are a Sears family who found a new way of living out on the edge of town

One night three years ago, Nellie Joyner was sitting on the floor with the Sears catalog open to the nursery section. "Next year," she suddenly announced to Merrill Joyner reading his paper in the easy chair, "I think we ought to build a place of our own in one of those new suburbs out on Raytown Road."

For a couple who had lived almost all of their lives in Kansas City, the decision was momentous. But there was sound thinking behind it. With a half acre of land, they could raise vegetables. Maybe chickens, too. Nellie could have her flower garden. Merrill could get the exercise an office worker needs. And all the while, payments no larger than rent would be buying a place that someday would be theirs for keeps.

Shirley Mae and Tom, however, were the biggest reasons. They were always changing schools, as the Joyners moved from one rented apartment to another. City yards are small and too often they played in the street. Shirley Mae begged for a bike, but Mother was afraid of the street cars and traffic. Tom wanted a dog, and well—that was out of the question.

So the Joyners bought a lot in Hilltop Gardens, built a house and gave themselves and their children some roots to hang on to in this fast-changing world. They still talk about the money Sears saved them—from hardware on the windows to hard-wooded rug on the kitchen floor. And here at Sears we're pretty proud that we could help them make their dream come true.



"Keep your foot on 'er, Dad," says Tom. Playing croquet on the green grass of their own back yard in the suburbs is the dream of almost every city family. The Joyner family do things together, make their own good times. Every week-end when the sun shines they are working in the garden as outdoors on the lawn as we found them the Sunday we took this picture for the catalog.



Loose-Wiles Assistant Office Manager, Merrill Jayne goes to work at eight, gets up no earlier than he did in town



Puppy love—and why not? Give a boy a dog he can call his own and pretty soon his little sister has half-interest



"Seems telephone order service—we couldn't see out here without it—Seems next-day truck delivery, too!"



Tom's in three pitches—but Dad is still champion, Marneham are a sport city fellows haven't the space to enjoy



You make more friends in the suburbs, Merrill says. Meet he and Nellie greet the Garretts, who friends of Sears



Four hands make dishwashing short, Nellie Jayne's special pride is her kitchen and her new Caddys



Ten years old and small for her age, Shirley Mae looks better, even better too, since they moved to the suburbs



Picture of a radio bug! A saphamore at Kansas City Manual High, Tom drives in town with his Dad in the morning



Twenty pounds, please! Far from city traffic, Fifth-grader Shirley Mae rides her Sears Elgin to school



Strawberry plants from Sears are a sure sign of Spring! Gardening in 7th heaven for Merrill Jayner



"My Mother, your Mother lives across the way." All outdoors is a playground for Shirley Mae and her little friends



"It's twice the pleasure to decorate with Sears fabrics since we moved into a home of our own," says Nellie Jayner



Swapping recipes and news is fun at neighborhood sewing meetings twice a month in Milltop Gardens



"Wash 'em up, Mister?" Tom charges 50c for neighbors' cars. He is to do Dad's. Earnings buy radio parts from Sears



"Works like a charm", Merrill Jayner says as he rolls up his Sears Craftsman power mower on a Saturday afternoon



Signposts of the times, R.F.D. boxes like these are becoming familiar sights in areas surrounding metropolitan cities as Americans move closer to the soil. Third from the right is the Jayner box, like most of the twelve, bought from Sears



Hot water—there's always plenty for shampoos, baths and dinner dishes; as well as many other city conveniences

NEW AND FASTER SERVICE ON WOMEN'S FASHIONS

Effective with this catalog you will get faster service because:

1 We have greatly increased the number of women's ready-to-wear articles carried in your nearest mail order house for immediate, same-day shipment.

2 We are carrying at our Kansas City Mail Order House complete stocks of all women's ready-to-wear articles, in addition to complete stocks at our New York Fashion Headquarters. Thus, if you live closer to Kansas City than New York, our higher priced fashions, except fur, will be shipped to you from that new service point.

Look for the references headed—"Easy Ordering—New Faster Service"—on the wearing apparel pages that follow. They will tell you about the better service you get on the dresses, coats, suits and other women's wear items you select. This better, faster handling is made possible by the greatly increasing demand for our women's fashions.

Buy fashions from Sears catalogs for the best styles, for the greatest savings and the quickest service!



Clad in clever blue denim overalls, Nellie Joyner makes a dream come true. For in Hilltop Gardens there's room for a flower garden and a chance to see things grow. And you live the kind of outdoor life you just can't find in crowded city places

THE JOYNER'S CATALOG

has a new meaning these days

A few years back, Merrill couldn't tell a garden tractor from a cultivator. And what Nellie didn't know about the simple task of transplanting rose bushes would take a lot of answering. But things are different now. Like a lot of other city people gone suburbanite, the Joyners have discovered sections of the catalog they didn't know existed. *The Store for Hardware and Farm Equipment* and *The Store for Building and Modernizing* make fascinating, almost nightly reading. As a consequence, they are about as well-informed today on fence and fertilizer, paint and implements as many country folks.

"We've got a new respect for your catalog since we came out here," Mr. Joyner told us. "Of course, we bought clothing from you, equipment for the car, and furniture when we lived in town. But here in the country we need lots of things city folks don't know about. So we use your catalog as a guide. It gives us facts, plainly and quickly. When we finish reading about an article, we know exactly how it works and what it will do."

GOOD
QUALITY

BETTER
QUALITY

BEST
QUALITY

THE SPIRIT OF FASHION
OPENS WITH THE CLASSIC

Kerrybrooke* BOY COAT

THE FASTEST-SELLING COAT FASHION IN AMERICA

Tailored to Sears own Specifications . . Priced to **SAVE YOU 30%**
In Three Qualities . . Thirteen Sizes for Misses, Women and Juniors

This idea of the boy's coat, cut to fit feminine figures, started with college girls. Today this simple style is worn everywhere, for all occasions, by well-dressed women of every age. It's as indispensable as your shirtfront, your blouse and skirt and little felt hat. It's so important that Sears show other versions of it again and again, throughout this Catalog. You will wear it and love it for many seasons.

Because the fine fabrics and honest tailoring will serve you well, the tried-and-true style will stay in fashion for many years. Sears offer you this Boy Coat in 3 quality fabrics shown above . . . at 3 prices, each quality in the following colors and sizes:

*Colors: Brown-with-Beige, or Carmel-Tan, Juniors' Sizes: 11, 13, 15, 17, 19; Misses' Sizes: 12, 14, 16, 18, 20; Women's Sizes: 38, 40, 42. All Sizes come in Correct Fashion Lengths.

*Kerrybrooke is Sears Trade-marked name for correctly-styled Casual Clothes



Back View
of Kerrybrooke
Boy Coat

GOOD QUALITY

Buy Yours at Sears
and **SAVE \$1.00**

\$9.98

Cost
\$10.98 Sears

SIMILAR QUALITY EVERYWHERE... ~~\$12.98~~

MADE in all Ward Hatteries Tread, shown at left above (starts up at 10½) new Virgin Wool, 100% guaranteed finish, the kind you know and like to wear. See Page 108.) Clearly woven, warm self fabric that hangs well, flatters the figure, gives excellent service.

UNDO in good-looking, fine quality East-Sea Rayon Tulle, absolutely guaranteed to wear for two years. **INTERLINED** full length with fine winter-wool fabric. **FASTENED** with four buttons in well-fitted buttonholes.

TAILORED like coats costing \$12.98 elsewhere; dress to the finished lapels, the well-extended sleeves and back, the rest of back finished . . . and the beautiful finish of the entire line, which has the feel and the lining finished separately to give your coat greater comfort, longer wear and a much better hang.

FINISH down the inside front with wide self fabric. Colors and Sizes as listed in paragraph B above. Size also and color. Shipping weight, each, is 10 oz. **\$9.98 4000-10**—10 Sizes . . . \$2 a dozen, on Sears Easy Payment Plan. Cost, \$14.98

Cost of similar quality sells for \$13.98 elsewhere.

BETTER QUALITY

Buy Yours at Sears
and **SAVE \$1.00**

\$14.98

Cost
\$15.98 Sears

SIMILAR QUALITY EVERYWHERE... ~~\$16.98~~

MADE in the beautiful All-Wool Hatteries Tread, shown at center, above (100% new Virgin Wool, and 100% fine quality guaranteed Wool) the very greater weight and wear, higher prices, better surface than fabric of our famous Boy Coat. Will keep its shape many seasons.

UNDO in splendid East-Sea Rayon Tulle, guaranteed to serve you well for 2 years. New style of lining material. **INTERLINED** entirely with warm Cotton fabric, gives an extra lining of warm-wool Chambray fabric in back . . . from your neckline right down to the waistline.

FASTENED with our best four buttons, handsome buttonholes.

TAILORED exactly like coats costing \$16.98 elsewhere, with finished lapels, well-extended sleeves and back, set of back finished. Close and being finished separately, for flow fit, better shape, longer wear and a better look.

FINISH down both fronts with wide strip of coat fabric, lined full-length with piping of the Rayon Tulle fabric.

Colors and Sizes as listed in paragraph B above. Each size and color. Shipping weight, 1 pounds 2 ounces.

\$14.98 4000-21 Brown . . . \$2 a dozen. Cost, \$14.98. Cost of similar quality sells for \$13.98 elsewhere.

SEARS EASY ORDERING AND NEW, FASTER SERVICE

*Order and pay postage only from nearest Sears Mail Order House. Cards on these 2 pages are now shipped from Sears City or New York, whichever is nearer you. No more long delays, unless within a few days. *Available on Sears Easy Terms, see inside Back Cover.



OUR BEST QUALITY

John H. Garvey and Michael J. Hagan

Downloaded At: 11:52 11 September 2009

\$1998
Cash
100% financing

FIGURE 1-10. FLOOD-CONTROLLED FLOODPLAIN. SOURCE: U.S. ARMY CORPS OF ENGINEERS, 1980.

FRANC is our super 48 West/Harringtons Forest 100% Virgin (100%) down or extra virgin, top of cascade paper. One of the most significant fabrics we've ever offered. Constructed exactly, largest weight, of any 48 sheet book. Give us a call! We're serious, honest, and honest. (Harringtons Forest, 100% Virgin)

continued to work for two years, from 1914 to 1916, before he died.

197000000 Full length with warm fabric, plus a red-velvet-like Chenille-like leather lining, ready to wear in the hand.

FEEDING: with numerous large beetles; found the south coast and beautiful meadows butterflies.

Takeaways: to superlatives standards? Enable students to write part of their papers related to their business plans for many systems, classes and under their supervision the final outcome will be great. Part of their learning, before and after being taught separately, to give another design, longer and more useful content.

FA-108 with white band of calligraphy, signed with names and the number 1080. In fact, it was the last finished piece shown in studio at left. Here's the artwork on page 10.

Colors available on 100-weight $\frac{11}{16}$ in. opposite page.
Washable and colorfast. 100% cotton. 3 lbs. 10 oz.

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Keywords: *parental involvement*; *parental engagement*; *parental participation*; *parental support*; *parental monitoring*; *parental control*; *parental communication*; *parental involvement*; *parental engagement*; *parental participation*; *parental support*; *parental monitoring*; *parental control*; *parental communication*



GOOD

BETTER

BEST

Kerrybrooke* POLO COAT

OUR FRONT COVER COAT THAT YOUNG AMERICA LIVES IN

ALWAYS COMFORTABLE... ALWAYS CORRECT... ALWAYS IN STYLE

You **SAVE 30%** when you buy this Polo Coat from Sears-Roebuck.
Comes in all sizes for Misses and Juniors... in choice of 3 qualities

Everybody's coat... to wear everywhere, in all Seasons! Comfortable and correct for city or country, with your everyday dresses, sportswear or formal! Is smart on a Miss or her Mother; equally handsome in Size 11 or Size 22. This famous style was so wonderfully right to begin with, years ago, that it just learns a few new tricks from time to time, but never really changes! Today—like yesterday and tomorrow—your polo coat has natural shoulders, easy arm-

holes and simple sleeves. It closes with generous lap; pockets are roomy, notched collar's convertible. This year your Kerrybrooke Polo Coat adds a deep pleat in the back AND fastens in new style you wear 3 ways. See small views of left, below. Comes in 3 quality fabrics, shown above; each quality in following color and sizes. *Colon Polo Ties only. Juniors' Sizes 11, 13, 15, 17, 19. Misses' Sizes 12, 14, 16, 18, 20, 22. All sizes in Correct Fashion Lengths.

*Kerrybrooke is Sears trade-marked name for correctly styled Casual Fashions.



GOOD QUALITY

Buy Yours at Sears
and Save \$9.00

\$9.98
Cash
\$9.00

~~USUAL QUALITY EVERYWHERE... \$12.98*~~

FABRIC is our good quality all Wool Fashions. Shows pleats on left above \$9.98, show Pleat Back and 1/2" Boxed Waist. Shows fine quality Wool you've always bought at Sears, see Page 2208.

LINED with beautiful Fast-Glo Rayon Tulle, that is guaranteed to wear beautifully for two years.

STITCHING flat hems, coat and sleeves, with a fine quality of warm winter-weight fabric.

FEATURES the our finest quality Kerrybrooke Polo Coat that is described on the opposite page.

FINISH shows the back with a wide band of the same all Wool Fashions that is used for the coat.

Colors and sizes as listed in paragraph 4 above. Note size. Shipping weight, each, 4 lbs. 6 oz.

4 17 WR-0000—\$22.00, 12 Months on Sears Easy Payment Plan. Cash, \$9.98.

Coats of similar quality sell for \$12.98, elsewhere.

BETTER QUALITY

Buy Yours at Sears
and Save \$12.00

\$14.98
Cash
\$12.00

~~USUAL QUALITY EVERYWHERE... \$16.98*~~

FABRIC is our fine quality all Wool Fashions. Shows Pleats Back and 1/2" Boxed Waist. Shows fine quality Wool you've always bought at Sears, see Page 2208.

LINED with our best Fast-Glo Rayon Tulle, guarantees 2 years' wear's satisfaction of the same fine material.

STITCHING completely with even fabric, plus actual notched shoulder-like leather being made-to-order in back.

TAILORED the our finest polo coat described on right.

FINISH shows both fronts with wide strip of self fabric that's beautifully lined with the Rayon Tulle lining material.

Colors and sizes as listed in paragraph 4 above. Note size. Shipping weight, each, 4 pounds 6 ounces.

4 17 WR-0000—\$22.00, 12 Months on Sears Easy Payment Plan. Cash, \$14.98.

Coats of similar quality sell for \$16.98, elsewhere.

EASY ORDERING—NOW, FASTER SERVICE

—Check Your Size... see size measurements on Page 2214. Measurements for 4 sizes used in our coats, and sizes as that consistently used in America. That's why it's more easy to get correct fit at Sears... by mail, phone or our Order Offices. We guarantee correct fit, or your money back!

Other Kerrybrooke Polo Coats are shown throughout our many Coat pages, in a wide variety of sizes and prices.

—Order and pay postage only from your nearest Sears and Order House. All Coats on three 3 pages now shipped from Kansas City or New York addressed to nearest to you.

—We express mail shipments will arrive within a few days, available on Sears Easy Payments... see inside Back Cover.

NEW 2-WAY POLO COAT

1. Front view above, shows back seam (newest coat worn on neck).
2. Back view of right and front view opposite page above (back seam buttoned on, and coat worn on a Hollywood wrap fit).



OUR BEST QUALITY

Illustrated at Right
Sears Saves You \$100

\$1998

Cash
\$2,098 Sears

SIMILAR QUALITY EVERYWHERE . . . ~~\$29.97~~

FABRIC is our finest quality all Wool and Camel Hair Texture fabric, shown at extreme right, top left opposite page. (100% New York Wool 100%, New Camel Hair, 100% Supercorated Wool and 100% New Britain.) Has glorious texture, significant warmth, comfortable weight. Weights of fabrics reflect found in each abundance, in other coat fabrics regardless of price.

SHED with beautiful, long wearing (Sears's Rayon fabric, modern, high quality fabric that has been preferred for two generations. Guaranteed to wear for two years. Available at Sears's Rayon fabric being material.

INTERLINED completely with warm fabric, plus a wind-resistant, stain-like barrier lining from neck-to-neck in the back, superb extra-weather.

TAILORED the coats, costing dollars more, well stitched with strong thread, hidden seams finished so carefully as though all the world could see them.

FACED down both fronts with wide band of soft fabric, used piping on edge of lining to keep it from slipping out, so it stays, full, new and convenient for your comfort or your budget.

Illustrated. Color and size listed in paragraph 4 opposite page. Make size. Shipping wt., 4 lbs.

11 PM 100000—\$1.50 (Sears), \$3.00 (Sears) on Sears Store Payment Plan. Cash, \$19.98

Other quality coat suits for \$29.98, elsewhere.



GOOD
QUALITY

BETTER
QUALITY

BEST
QUALITY

Kerrybrooke* **BOXY COAT**

IDEAL STYLE FOR A WELL-DRESSED WOMAN; FAVORITE FOR 4 GOOD REASONS

• Because the well-cut gores glorify everyone's figure

• Because it is equally suitable for dress-up and for daily wear

• Is wonderfully comfortable in Fall, Winter and Spring

• And . . . It will Stay in Style for many Seasons to come

SO POPULAR THAT WE OFFER IT IN 3 QUALITIES . . . AT 3 PRICES . . . EACH PRICE IN 15 SIZES;
For Misses, Women and Stout Women. You save several dollars when you buy this coat from Sears.

Sears newest version of this standby style is young, becoming and smart. It is well-gored to fit trimly across the back and over the bust . . . then swing out in soft flare to the hemline. The slot seams, front and back, make you seem slimmer and taller. The simple shoulders are easy to wear. Sleeves hang straight and armholes are full-cut, so your coat slips on easily over wool dresses, sweaters or suits. Convertible collar buttons warmly

under your chin, or opens into deep V-neckline. And the buttons are the latest thing; made of coat fabric, then finished with tiny "picture frames" of silvery metal. Coat comes in 3 quality fabrics as shown above; each fabric in following colors and sizes:
★ Colors: Black-and-White, or Brown-and-Beige Tan. Misses' Sizes: 12, 14, 16, 18, 20. Women's Sizes: 38, 40, 42, 44. Stout Women's Sizes: 43, 45, 47, 49, 51, 53. All Correct Fashion Lengths.

*Kerrybrooke is Sears trade-marked name for correctly styled Casual Fashions



Back view of
Kerrybrooke
Boxy Coat

GOOD QUALITY **\$12.98**
Buy Yours at Sears
And SAVE \$2.00

SIMILAR QUALITY ELSEWHERE . . . ~~\$14.98~~

FABRIC is All Wool Herringbone Tweed, shown at the left, above. (100% Wool made up of 50% New Virgin Wool, 50% Reprocessed Wool; same high-quality Wool you've always bought at Sears. See Page 338.) Warm, firmly woven, softly textured fabric; holds its smart shape through many Seasons' wear.
LINED in good-looking, sturdy Earl-Glo Rayon Twill that is guaranteed to wear for two years.
INTERLINED with fine quality warm Winter-weight fabric, full length of the coat and both sleeves.
FACED down both fronts with wide strip of coat fabric; **PLUS** a zip-closed pocket in the facing!
TAILORED in every detail like our finest quality Kerrybrooke Boxy Coat described on opposite page.
Colors and sizes as listed in paragraph ★ above. **State size and color.** Shpg. wt., each, 5 lbs. 6 oz.
♦17 NK 6009—\$2 Down . . . \$2 Month on Sears Easy Payment Plan Cash, \$12.98
Coat of similar quality costs \$14.98 elsewhere.

BETTER QUALITY **\$16.98**
Buy Yours at Sears
And SAVE \$3.00

SIMILAR QUALITY ELSEWHERE . . . ~~\$19.98~~

FABRIC is the beautiful All Wool Herringbone Tweed, shown in center, above. (Made up of 55% new Virgin Wool and 45% fine quality Reprocessed Wool, see Page 338.) Gives even greater warmth and wear than the fabric of our lower-priced Boxy coat. The weave has extra firmness, greater softness that hangs well, and added richness of color.
LINED in Earl-Glo Rayon Satin that is guaranteed to wear well for 2 years; arm shields of Rayon Satin lining material.
INTERLINED entirely with warm fabric plus wind-resistant Chamois-like leather lining from neckline to waist in back.
FACED down both fronts with wide strip of coat fabric, cut in one piece; bound with piping of lining material. A zip-closed change pocket in facing is handy and new.
TAILORED exactly like our finest quality Kerrybrooke Boxy Coat completely described on the opposite page.
Colors and Sizes as listed in paragraph ★ above. **State size and color.** Shpg. wt., ea., 5 lbs. 6 oz.
♦17 NK 6010—\$2 Down, \$2 a Month Cash, \$16.98
Coat of similar quality sells for \$19.98 elsewhere.

SEARS EASY ORDERING AND NEW, FASTER SERVICE

—Check Your Size . . . see size measurements on Page 1254. Measurements-for-fit now used in our coats are same as best standards used in America. That's why it's now easy to get correct fit at Sears by mail, phone or our Order Offices. We guarantee correct fit, or your money back.

—Order and pay postage only from your nearest Sears Mail Order House. All coats on these 2 pages now shipped from Kansas City or New York, whichever is nearer you. This means most shipments will arrive within a few days.
—Available on Sears Easy Payments . . . see Inside Back Cover.

Kerrybrooks
1937-1938

OUR BEST QUALITY

(As Illustrated At Right)
Saves \$4.98 you \$14.98

\$19.98

Cash
\$15.00 down

BEST QUALITY BLENDED

\$24.98

FABRIC is our superb 65 Wool Worthington Tweed, illustrated at right on opposite page, and shown in coat at right here. Greatest warmth, longest wear of any Worthington Ray Coat, one of the most magnificent fabrics ever been worn. Offers you warmth, comfort and beauty at a \$24.98 value; has handsome texture and soft coloring that resists color-fading, light-proof imported tweed. It pays to try the best.

LENGTH is our finest East-Gin Rayon Sueded Quincey 3 years' wear. The new slanted design, of warm wool fabric covered quilted in rich Rayon Suede. This sweater feature slip-on makes your coat comfortable, graceful, beautiful all your season, gives you a wardrobe of coats for the price of one!

The quick transformation takes only 10 seconds. Switch at left shows how easy it is to slip-on design.

FINISH with wide strip of coat fabric, cut in one piece and edged with coat that matches coat lining.

THICKNESS with silk and more that you find in coats costing dollars more - it is cut with precision, then meticulously finished throughout.

As shown in large illustration at right. Colors and sizes as listed in paragraph # opposite page. Make size and color. (Buy on, cash, 5 lbs. 10 oz.)

117 441 4411—\$2.50 down, \$2.50 month on 120 terms.

Similar quality suits for \$24.98 elsewhere.



All Wool Herringbone TWEED

- The RICH-LOOKING
- LONG-WEARING
- ALL-PURPOSE FABRIC

THAT'S AMERICA'S NO. 1 FAVORITE FOR COATS

Sears Offer This Young, Becoming Fabric in 3 Kerrybrooke Coat Styles; Each Style in 3 Qualities . . . at 3 Prices

In Fourteen Sizes . . . for Misses, Women and Juniors

You're proud of fine Tweed the first time you wear it . . . and just as proud after you've worn it for Seasons! Because good Tweeds like these are woven to last, and to keep their beautiful bloom, year after year. They're styled to stay in fashion, look smart and feel right, as long as you want to wear them. Each of the Kerrybrooke Tweed coats shown on these pages is suitable for dress-up or daily wear. A happy companion for the simple shirtfrock shown on Page 83, or the pretty Rayon Crepe basic dress shown on Page 85. Read the care we've taken in making each coat; and figure the money you save on fine Tweed coats at Sears, Roebuck and Company.

See the EXTRA VALUE You Get at THE PRICE You Choose to Pay

GOOD
\$10⁹⁸
CASH
\$2.00 Down

\$10.98 TWEED COATS . . . IN STYLES A, B OR C
would cost you \$12.98 in similar quality elsewhere because:

1. They're made of our good quality All Wool Herringbone Tweed (50% New Virgin Wool, 50% Reprocessed Wool. The same high quality Wool you have always bought from Sears; see Page 338);
2. Lined with Earl-Glo Rayon Twill, guaranteed to wear for two years;
3. Warmly, thoroughly interlined, full-length . . . front, back and sleeves;
4. Tailored exactly like coats that cost \$12.98 elsewhere. Cut with precision and care; sewn with skill and pride. Lapels reinforced to keep their shape through many long Seasons of satisfactory service.

BETTER
\$15⁹⁸
CASH
\$2.00 Down

\$15.98 TWEED COATS . . . IN STYLES A, B OR C
would cost you \$19.98 in similar quality elsewhere because:

1. They're made of our better quality All Wool Herringbone Tweed (100% New Virgin Wool for superb warmth, wear and beauty);
2. Lined with rich Earl-Glo Rayon Satin; guaranteed to wear 2 years;
3. Completely interlined with warm fabric AND, neck to waist in back, extra-lined with superior quality of wind-resistant Chamois-like leather;
4. Well-tailored throughout; even to wide facings of self-fabric, piped with the lining . . . just like a man's custom-made overcoat! Extra-protected by under-arm shields made of the splendid strong lining.

OUR BEST
\$19⁹⁸
CASH
\$2.50 Down;
\$3.00 A Month
on Easy Terms

\$19.98 TWEED COATS . . . IN STYLES A, B OR C
would cost you \$29.98 in similar quality elsewhere because:

1. They're made of the finest Tweed we sell . . . Sears best quality All Wool Herringbone pattern fabric that is 100% sturdy, soft, New Virgin Wool. Gives your coat utmost beauty, warmth and wear;
2. Lined with finest quality, long famous Skinners Rayon Satin (finished with corded piping). A lining so superlatively fine that it guarantees longer, lovelier wear than any other . . . in this entire Fashion Section;
3. Completely interlined with warm fabric and extra-lined, from neck-line to waistline in back, with wind-resistant Chamois-like leather;
4. Tailored in every detail, like Tweeds costing \$29.98 elsewhere. Our most skilled craftsmen give these coats their greatest care . . . then face the fronts with wide bands of self fabric, insert under-arm shields of the superb lining material . . . and complete this coat-masterpiece with a ZIP-FASTENED change pocket set into the coat-facing. Handy new idea for handkerchief or carfare; exciting extra value feature.

SEARS EASY ORDERING AND NEW, FASTER SERVICE

—Check Your Size . . . see size measurements on Page 1254. Measurements-for-fit now used in our coats, are same as the best standards used in America. That is why you now find it easy to get correct fit at Sears . . . by mail, phone or our Order Offices. That is why we guarantee satisfaction, correct fit, or your money back!

—Order and pay postage only from your nearest Sears Mail Order House. All coats on these two pages are now shipped from Kansas City. This means that most shipments will arrive within a few days. Try this New, Faster Service from Sears.
—Available on Easy Terms; see Inside Back Cover.

18 . . . SEARS, ROEBUCK AND CO. 20



STYLE-A

The classic 5-button reefer coat, beautifully gored in front and back; vent at back hemline. Has notched lapel collar with new type lapel ornament. The ideal all-occasion, all-climate coat.

Colors: Herringbone Tweed in Black-and-White (illustrated) or Brown-and-Beige. Misses' Sizes: 12, 14, 16, 18, 20. Correct Fashion lengths. State size, color. Shipping weight, ea., 5 lbs.

GOOD QUALITY—Buy yours at Sears and Save \$2.00

\$10⁹⁸ Cash
\$2 Down on Easy Terms
♦ 17 NK 6013—Style A; in our good quality All Wool Herringbone Tweed; fabric and features as stated in description of GOOD \$10.98 quality at left Cash Price, \$10.98

BETTER QUALITY—Buy yours at Sears and Save \$4.00

\$15⁹⁸ Cash
\$2 Down on Easy Terms
♦ 17 NK 6014—Style A; in our better quality All Wool Herringbone Tweed; fabric and features as stated in description of BETTER \$15.98 quality at left Cash Price, \$15.98

BEST QUALITY—Buy yours at Sears and Save \$10.00

\$19⁹⁸ Cash
\$2.50 Down Easy Terms
♦ 17 NK 6015—Style A; in our best quality All Wool Herringbone Tweed as illustrated; fabric and features as stated in description of OUR BEST \$19.98 quality at left Cash Price, \$19.98





STYLE-B

Perfect dressy double-breasted casual dress coat, styled lapel collar in convertible position, one row high-waist style. Sleeves, flared, and back one well spaced. Well tapered waist of the back bodice.

Colors: Camel/Tan (Illustrated), or Brown/White. Misses' Sizes: 12, 14, 16, 18, 20. Junior's Sizes: 10, 12, 14, 16, 18. All sizes contain Convert Position lengths. State color, color. Shipping weight, each, 2 lbs. 2 oz.

BETTER QUALITY—Buy yours at Sears and Save \$3.00

\$17.00 \$14.00—Style B is good quality All Wool Herringbone Tweed, fabric and features as stated in description of \$17.00 \$14.00 quality of left side of opposite page.

40%
Save
at
Sears
and
Roebuck

BETTER QUALITY—Buy yours at Sears and Save \$4.00

\$17.00 \$13.00—Style B is better quality All Wool Herringbone Tweed, fabric and features as stated in description of \$17.00 \$13.00 quality of left side of opposite page.

45%
Save
at
Sears
and
Roebuck

BEST QUALITY—Buy yours at Sears and Save \$10.00

\$17.00 \$7.00—Style B is our best quality All Wool Herringbone Tweed as illustrated, fabric and features as stated in description of \$17.00 \$7.00 quality of left side of opposite page.

49%
Save
at
Sears
and
Roebuck



STYLE-C

The new dramatic Tuxedo style, this new model's shoulders, neckline, collar with double-breasted rows, and big button of neck, concealed long at waist, wide belt, back of waist give coat a smart and becoming silhouette.

Colors: Brown/White (Illustrated), or Black and White. Misses' Sizes: 12, 14, 16, 18, 20. Women's Sizes: 34, 36, 40, 44. All Sizes in Convert Position lengths. State color, color. Shipping weight, each, 2 lbs. 2 oz.

BETTER QUALITY—Buy yours at Sears and Save \$3.00

\$17.00 \$14.00—Style C is good All Wool Tuxedo fabric quality and features as stated in description of \$17.00 \$14.00 quality of the left side of the opposite page.

40%
Save
at
Sears
and
Roebuck

BETTER QUALITY—Buy yours at Sears and Save \$4.00

\$17.00 \$13.00—Style C is better All Wool Tuxedo fabric quality and features as stated in description of \$17.00 \$13.00 quality of the left side of the opposite page.

45%
Save
at
Sears
and
Roebuck

Best QUALITY—Buy yours at Sears and Save \$10.00

\$17.00 \$7.00—Style C is our best All Wool Tuxedo as illustrated, fabric quality and features as stated in description of \$17.00 \$7.00 quality of left side of opposite page.

49%
Save
at
Sears
and
Roebuck





STYLE-A

MOVIE HERO coat with inverted back pleat . . . the Hollywood hit-style! Pull the belt tight to show off your figure, roll notched collar high around your face, and then thrust your hands in the two huge, smart patch pockets. Color: Polo Tan only. Misses' Sizes: 12, 14, 16, 18, 20; in Correct Fashion Lengths. State size. Shipping weight, each coat, 5 pounds 4 ounces.

GOOD QUALITY—Buy yours at Sears and save \$2.00

\$10.98 Style A: in good quality All Wool Fleece; fabric and features as stated in description of GOOD \$10.98 quality, at right side of opposite page.
Cash
\$2 Down on
Easy Terms
♦ 17 NK 6029 Cash Price \$10.98

BETTER QUALITY—Buy yours at Sears and save \$4.00

\$15.98 Style A: in better quality All Wool Fleece; fabric and features as stated in description of BETTER \$15.98 quality at right side of opposite page.
Cash
\$2 Down on
Easy Terms
♦ 17 NK 6030 Cash Price \$15.98

Sears BEST QUALITY—Buy at Sears and save \$10.00

\$19.98 Style A: Our best quality All Wool Fleece with fabric, the features AND the zip-out lining as stated in description of OUR BEST \$19.98 quality, at right side of opposite page.
Cash
\$2.50 Down
Easy Terms
♦ 17 NK 6031—Quality Illustrated above, Cash Price \$19.98



STYLE-B

Latest version of the famous Balmacaan topcoat that slides so easily over sweaters or dresses . . . looks so smart with everything . . . everywhere! Has new square-cut raglan sleeve; welt-seamed sleeves. Patch pockets; big as bags! Color: Polo Tan only. Misses' Sizes: 12, 14, 16, 18, 20, 22; in Correct Fashion Lengths. State size. Shpg. wt., ea., 5 lbs.

GOOD QUALITY—Buy at Sears and Save \$2.00

\$10.98 Style B: in good All Wool Fleece; fabric and features as stated in description of GOOD \$10.98 quality, at right side of opposite page.
Cash
\$2 Down on
Easy Terms
Leather-like buttons.
♦ 17 NK 6033 Cash, \$10.98

BETTER QUALITY—Buy at Sears and Save \$4.00

\$15.98 Style B: in better quality All Wool Fleece; fabric and features as stated in description of BETTER \$15.98 quality, at right side of opposite page. Leather buttons.
Cash
\$2 Down on
Easy Terms
♦ 17 NK 6034 Cash, \$15.98

BEST QUALITY—Buy at Sears and Save \$10.00

\$19.98 Style B: Our best All Wool Fleece; fabric, features, AND zip-out lining as stated in description of OUR BEST \$19.98 quality, at right side of opposite page. Leather buttons.
Cash
\$2.50 Down
Easy Terms
♦ 17 NK 6035—Illustrated above, Cash, \$19.98





STYLIC

Representing coat in America, the Boy Coat. Tailored with well-known back, made in back form. Easy to wear and suitable everywhere.

Colors: Felt Tan only. Available Sizes: 11, 13, 15, 17, 19, Misses' Sizes: 12, 14, 16, 18, 20, 22. Current Fashion Lengths in each Size. Measurements: 10 pounds, 10 inches.

GOOD QUALITY—Buy yours at Sears and have \$2.00

\$10.98 Cash
Style C is good quality All Wool Fleece, fabric and features as stated in description of GOOD \$10.98 quality on this right.
\$ 17.98 \$10.98 Cash Price \$10.98

BETTER QUALITY—Buy yours at Sears and have \$4.00

\$15.98 Cash
Style C is better quality All Wool Fleece, fabric and features as stated in description of BETTER \$15.98 quality on this right.
\$ 22.98 \$15.98 Cash Price \$15.98

SEARS BEST QUALITY—Buy at Sears and have \$10.00

\$19.98 Cash
Style C is our best quality All Wool Fleece with fabric, the features, with the top-of-the-line as stated in description of OUR BEST \$19.98 quality on this right.
\$ 29.98 \$19.98 Cash Price \$19.98

Measurements in Sears Trade-Union name for Corsety styled Coat Pattern

KERRYBROOK® WINNERS IN ALL WOOL

Texture Fleece

**EVERYTHING YOU WANT . . . IS YOURS
IN THIS GORGEOUS COAT FABRIC:**

- Glowing WARMTH
- Luxurious TEXTURE
- Glorious COLOR
- Long-life WEAR

We offer this superbly popular fabric in 3 success styles
Each style in 3 qualities—Suits to 40 Sizes and Jesters
Priced to save you several dollars when you buy from Sears

Trade your fingertips to a fine place of the Texture Fleece and you'll feel in love with its downy-soft texture. Fold it up to your chest and watch it add to the glory of even the warmest heat. Then slip it on and go out to a ballroom or gala. You're completely satisfied from your cold coat and what. Sears All Wool Fleece is famous for warmth; it defies the weather and protects the wearer. Best of all, this beauty and comfort will last for many seasons because your coat is a Kerry-brook, correctly styled, beautifully made, rightly woven. You'll never tire of its simple lines . . . and styles like these stay up-to-date.

EXTRA VALUE in every coat AT THE PRICE you choose to pay

GOOD
\$10.98 CASH
\$10.00 Sears

\$10.98 Fleece Coats . . . in Styles A or B or C
Wool and \$10.98 in similar quality fabrics, features—

1. They're made of not good quality All Wool Fleece (100% wool Virgin Wool and 100% wool Virgin Wool).
2. Each-Do-It-Right-Tailor (100% wool Virgin Wool) guaranteed to last 10 years.
3. Warmth and fully tailored, front, back, both sleeves.
4. Tailored like \$10.98 made elsewhere. Tailored and evenly stitched, folded by our good of their work.

BETTER
\$15.98 CASH
\$10.00 Sears

\$15.98 Fleece Coats . . . in Styles A or B or C
Wool and \$15.98 in similar quality fabrics, features—

1. They're not better quality Wool and Camel Hair (100% wool Virgin Wool, 100% wool Virgin Wool, 100% wool Virgin Wool) guaranteed to last 10 years.
2. Like with lovely smooth Each-Do-It-Right-Tailor (100% wool Virgin Wool) guaranteed to last 10 years.
3. Fully tailored with extra-wide lapels, plus waistline.
4. Handmade with wide binding of wool fabric.
5. Fully tailored with wide binding of wool fabric.
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OUR BEST
\$19.98 CASH

\$19.98 Fleece Coats . . . in Styles A or B or C
Wool and \$19.98 in similar quality fabrics, features—

1. They're made of our best quality Wool and Camel Hair (100% wool Virgin Wool, 100% wool Virgin Wool, 100% wool Virgin Wool) guaranteed to last 10 years.
2. Like with lovely smooth Each-Do-It-Right-Tailor (100% wool Virgin Wool) guaranteed to last 10 years.
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ZIP OUT IN 10 SECONDS TO GIVE YOU YEAR-ROUND SERVICE



One pull of the zip
removes your coat
All Wool Fleece
Inside, fabric only
10 seconds work
quickly, easily on
zipper in the coat
side of the belt.



With detachable
belly bag, you have
10 seconds work
quickly, easily on
zipper in the coat
side of the belt.

—And you can
zip out in 10 seconds
work quickly, easily on
zipper in the coat
side of the belt.

—And you can
zip out in 10 seconds
work quickly, easily on
zipper in the coat
side of the belt.



**HANDSOME WARM FABRICS
HEAPED WITH RICH FURS!**

The Casual Costs That America's True To... Year After Year... Comfortable Weight
for Fall or Winter: Locals for Dressing or Daily Wear: Men's and Women's Sizes

\$24.98 Single Bottle
Cash ~~138.00~~
All Prices are Base Prices

PLANNED WORKS FROM THE OTHER MAJOR PROJECTS:
 2000: 2000-01: PLANNING A.T. ROAD, 2000-01: PLANNING

This rich blend found in Amara yarn is 40% warm Virgin Wool, 20% Rayon, 40% Cotton, some high quality acrylics you have always bought at Sears. It is fairly warm... really soft... excellent. Fast-Glo Rayon Spun Yarns guarantee two years' wear. Satisfaction is our absolute goal.

Just put this card on, and you'll know it . . . has earned loads of love from the critics, and actually won't cost you \$100 more than standard T-shirts! It's still quality in the kind of solid white Polo cotton-charged style, and in the glorious blend of the soft plaid flannel! The twinkle trim adds to class equally well. Patch pockets are blessed in new fashion, entire look is beautifully geared for New York general looks.

California Blues in Blue-white, or in Burgundy-blue.
Michigan? Shirts 12, 14, 16, 18, 20, length, extra +\$90.
In blue size small color. Shipping weight, 4 pounds 18 ounces
in 100% wool - \$75. Colors as above. Price: \$140

Buy: [Expedia.com](#) or [Hotels.com](#)
 Revenue: [Home Depot](#), [TSC](#)

\$15.98 Regular Quality
Showerheads **\$19.98**
Each

DATE PAID ON THE NEW
CITY OF LOS ANGELES

Fine quality All Wheat Flour. Hardness tested in 1974, 1975, 1976, the processed "Wheat" used with Soft-Red Spring Flour, guaranteed to meet first years. Wheat obtained by complete analysis.

[illegible]

\$19.98 Regular Price ~~\$28.00~~
Cash

STANLEY J. KRAMER—BLACK THEOLOGIAN
KRAMER, STANLEY J. 1925-1992. 1992. 100 pp.

Wonderfully warm. All Wind Travel is a
British Kensington pattern. 100% High
Wind, 100% Approved Wind. Good with
East-Of-The-Rocks Hotel, guaranteed to wear two
times. Always included. Free your mind.

Refers: Chatham's Fan with Nouragay Wildfowl or Black-and-white with Gray Wildfowl. **Measure:** Size: 12, 14, 16, 18, 20. Length, about 4 1/2 in. **Whereas:** Size: 16, 18, 20, 22, 24 in. Length, about 4 1/2 in. **Notes:** also with outer. Shipping weight, each, 4 lbs. 12 oz. to 12 1/2 oz.

[illegible]

- Thank Your Sign... use the measurement Page 108 & 109, page 109 get correct fit by mail, phone or through your Dealer Office.
- In Line The Center... whenever a number follows color name, you will find the details illustrated on Color Chart, Page 108.

—Order surface postage with from your nearest Sears Mail Order Store. All packages in this two-page ad are now shipped from Kansas City or New York, whichever is nearer you.

In 10 Seconds

One Swift Motion Makes Your Winter Coat a Spring Coat!



There's most Winter-weight coat, with full length, extra lining slipped in to be able to wear it when needed when needed.



One swift motion makes your winter coat a spring coat in 10 seconds! This complete transformation takes only 10 seconds! Now,



With this slipped out, your coat is perfect weight for Spring or Fall! Coat is fully lined with Soft-Ole Rayon/Felt, guaranteed to wear 2 years.



TWO WINNING STYLES WITH ZIP-OUT LININGS

This idea is the most successful coat-discovery that America's ever seen! Never too heavy... Never too light... Always just right for any season... Change it from a Winter coat to a Spring coat by slipping out the lining!

Kerrybrooke models in Misses' and Junior's Sizes... priced to save you many dollars

'12⁹⁸

Cost \$1.44

Super Quality

Barbours

\$29⁹⁸

Cost \$1.20

New Yorker of the seasonally successful Miss-Cool for bettering your way to wear, the first and last of the line... in your own size... in your own color, with a small size just above. Convertible solution is very becoming. Only a zip-out lining is of your color, lined to wear with absorbing Soft-Ole Rayon Felt (see in view C, in panels), full lining guarantees 2 years' wear. The regular coat lining is of the same fine quality, long service felt. Junior's Sizes: 12, 14, 16, 18, 20, 22, length averages about 42 1/2 inches, with coat, Misses' Sizes: 12, 14, 16, 18, 20, length, about 42 1/2 inches. Made also (slipping weight, coat, 4 pounds 10 ounces.

Part Wool Columbia Felt... 100% New Virgin Wool... 100% Rayon. The most popular "uniform" type of fabric! When Goodies Run only.

417 980-6647-52 Down on Bay Term (see inside both coats) Cost, \$14.98

'19⁹⁸

Cost \$1.20

Super Quality

Barbours

\$29⁹⁸

Cost \$1.20

All Wool Cassin... 100% New Virgin Wool... 100% Rayon. The most popular "uniform" type of fabric! When Goodies Run only.

417 980-6647-52 Down on Bay Term (see inside both coats) Cost, \$14.98

'14⁹⁸

Cost \$1.44

Super Quality

Barbours

\$29⁹⁸

Cost \$1.20

The Bay Coat that's America's outstanding style! New America with zip-out lining. Has wide spread sleeves with natural back and high waist. Convertible collar, patch pockets with flaps. (Shape of 3 qualities: Birmingham Thread. Colors: Trends in Heather Blue-and-brown, or Brown Khaki.

Misses' Sizes: (also in Junior's) 12, 14, 16, 18, 20, length, each coat averages about 42 1/2 inches. Made also, color. Slipping weight, 2 pounds 8 ounces.

100% New Virgin Wool Felt... 100% New Virgin Wool... 100% Rayon. The most popular "uniform" type of fabric! When Goodies Run only.

417 980-6647-52 Down on Bay Term (see inside both coats) Cost, \$14.98

'19⁹⁸

Cost \$1.20

Super Quality

Barbours

\$29⁹⁸

Cost \$1.20

All Wool Felt... 100% New Virgin Wool... 100% Rayon. The most popular "uniform" type of fabric! When Goodies Run only.

417 980-6647-52 Down on Bay Term (see inside both coats) Cost, \$14.98





MADE LIKE FINE FUR COATS

1. Has under-arm shields
2. Back is interlined with fine quality wool-resistant warm Chambré-like fabric
3. Coat lining: Skinner's Rayon Satin for many 2+ year wear guarantee.
4. Wind shield cuffs in sleeves shut out cold wind.
5. The lining and coat are hemmed separately for better drape and wear.
6. Fingertips neatly piped.
7. Inside the and long slanting for Winter comfort.

STYLIS LIKE FINE FUR COATS

SAVE 47%
\$16.95
EACH
 COAT

10 DOWN ON EASY TERMS
 SIMILAR QUALITY ELSE-
 WHERE COSTS . . . \$24.95



MADE TO LOOK LIKE PERSIAN LAMB FUR

Amazing Fabric simulates the warmth, luxury and wear of fine fur but costs you only a fraction as much. Sizes for Misses and Women.

~~24.95~~

For Similar Quality Blankets, Scarves lower the price, keep quality high in these floor coats. Fur or pile of this fabric is 85%, Vinyel Wool with 15%, Rayon. Back of fabric is 100% Cotton.

FITTED TO PERFECTION, TONE BACK, MISSY' SIZE

Smart misses love this combination of beautiful Persian-Lamb the effect fabric . . . and the flattering, fitted lines of a high-priced fur Persian Lamb for sport. It smooths your shoulders, whitens your waist and white at the neckline just like a fur coat costing ten times this price! Has youthful new yoke-back, convertible collar . . . and posy button at neck and wrist. This leather-like belt is adjustable and fastens firmly with hand-some black-and-silvery clasp. Extra coat is lined, interlined, and made with all the over-value features described in general above.
 Colors: Black only. Misses' Sizes 12, 14, 16, 18, 20. Length, about 42 1/2 inches. Note size. Shipping weight, each coat, 7 lbs.
 #17 NR 6061—\$2 Down and \$2 a month on Easy Terms. Cash, \$16.95

WABBER STYLE, TONE BACK, MISSY', WOMEN'S SIZE

Fashioned like new, beautiful real Persian Lamb Coats and made with all the fine features described in the panel above. The becoming younger fullness comes from a yoke back that is a part of the new dropped shoulder lines. A stunning, jewel-like clasp closes the smart convertible collar; there's a button at the waist. Lined with shimmering Skinner's Brocade Rayon Satin, guaranteed to wear two years; and some wind-resistant Chambré-like fabric lining to the waist, in back. Two money pockets. Colors: Black only. Misses' Sizes 12, 14, 16, 18, 20. Women's Sizes 28, 30, 32, 34. Length, of sleeve, about 42 1/2 in. Note size. Shipping weight, each, 6 pounds, 12 ounces.
 #17 NR 6061—\$2 Down, \$2 a month on Easy Terms. Cash . . . \$16.95

SEARS EASY ORDERING AND MAIL, FASTER SERVICE

- Check Your Size . . . see size measurements Page 1234. It's easy to get current fit by mail phone or through Sears Credit Office.
- Is the Size Right . . . whenever a number follows color name, you will find the sizes listed on Color-Group, Page 1245.
- Order and pay postage only from nearest Sears Mail Order Branch. All payments on these form orders are sent shipped from Sears City or New York, whichever is nearer you.
- Available on Sears Easy Payment Plan . . . see inside Back Cover.



SUPER SAVINGS!

\$14.98
Each Coat Price

\$2.00 DOWN
on Easy Terms

Similar Quality
at Half Price

NEWEST IDEA FOR DRESS-UP WEAR

Black Coats...designed to look Rich and Lovely without using any fur
Sizes for Misses, Women, Stout Women

Some Muzzle-knot Fabric Used in COULDER COATS
Woven from Wool 50%, 40% Cotton, 40% Rayon, the fabric shown above. (Gloria's Rayon fabric being guaranteed 3 year wear.)

Formal style that many doctors and women call the "best looking coat ever designed." They choose it, wear it and love it so well, because these two fabrics, side by side of the excellent ability given our figured fabric and its well-placed, newly introduced, Rayon velvet collar piping and rayon velvet waist.

Colors: Black only. (Misses' Sizes: 11, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 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1848, 1850, 1852, 1854, 1856, 1858, 1860, 1862, 1864, 1866, 1868, 1870, 1872, 1874, 1876, 1878, 1880, 1882, 1884, 1886, 1888, 1890, 1892, 1894, 1896, 1898, 1900, 1902, 1904, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1920, 1922, 1924, 1926, 1928, 1930, 1932, 1934, 1936, 1938, 1940, 1942, 1944, 1946, 1948, 1950, 1952, 1954, 1956, 1958, 1960, 1962, 1964, 1966, 1968, 1970, 1972, 1974, 1976, 1978, 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022, 2024, 2026, 2028, 2030, 2032, 2034, 2036, 2038, 2040, 2042, 2044, 2046, 2048, 2050, 2052, 2054, 2056, 2058, 2060, 2062, 2064, 2066, 2068, 2070, 2072, 2074, 2076, 2078, 2080, 2082, 2084, 2086, 2088, 2090, 2092, 2094, 2096, 2098, 2100, 2102, 2104, 2106, 2108, 2110, 2112, 2114, 2116, 2118, 2120, 2122, 2124, 2126, 2128, 2130, 2132, 2134, 2136, 2138, 2140, 2142, 2144, 2146, 2148, 2150, 2152, 2154, 2156, 2158, 2160, 2162, 2164, 2166, 2168, 2170, 2172, 2174, 2176, 2178, 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GOOD QUALITY

BETTER QUALITY

VOTED AMERICA'S MOST POPULAR FUR-TRIMMED COAT

SIZES FOR MISSES . . . SIZES FOR JUNIORS

RECORD-BREAKER SUCCESS because its fine lines glorify your figure . . . and the glistening collar of luxurious fur casts a flattering light on your face.

A MAGICAL STYLE that is equally suitable and comfortable for dress-up occasions and daily wear.

SO IMPORTANT THAT SEARS OFFER IT IN:

- 3 qualities, 3 prices
- a choice of gorgeous furs
- 3 top-popularity colors
- and choice of five fabrics

SEARS SAVE YOU \$4.00 to \$7.00

Step into this super-success coat, button the beauty-button . . . then hear the compliments ringing your way. There's nothing to equal the flattery of its fur collar . . . soft supple fabric . . . and gorgeous gown that moulds your figure into slim-tense lines, then flares into a flare at the hem. Tip-top partners for this Season and many ahead. It comes in a choice of three value-packed qualities: each quality in three sizes, colors.

Colors: Black or Dark Seal Blue 485, Ladies' Sizes 11, 13, 15, 17, 19. Length, about 42 inches. Misses' Sizes: 13, 14, 16, 18, 20. Length, about 40½ inches. Same size, color. Shipping weight, each, 4 pounds 12 ounces.

\$10⁹⁸
Each
\$1.00

**MEANS YOU
GOOD QUALITY**

For Collar of luxurious deep brown mink-lined. Coats for, all, wear. Fabric is a fabric. Gown is heavily woven with soft full surface. (17½) Beamed Waist, 13½, 15½, 17½, 19½. Lined with fine quality smooth-texture Tulle. Individualized thoroughly for real Winter warmth. Each for quality sells for \$14.98 elsewhere.

• 17-NO-6071
10 Sizes . . . Cost, \$14.98

\$16⁹⁸
Each
\$1.00

**MEANS YOU
BETTER QUALITY**

For Collar of gorgeous fur-lined smooth. Beamed Waist. Fabric is a fine smooth-texture, 50% Supramax Wool, 50% Cotton. 13½, 15½, 17½, 19½. Lined with Seal-Gle Rayon. Gown that guarantees 3 years of handsome service. Individualized warmly, well. Similar quality sells for \$20.98 elsewhere.

• 17-NO-6073
10 Sizes . . . Cost, \$14.98

\$22⁹⁸
Each
\$1.00

**MEANS YOU
OUR BEST QUALITY**

For Collar of smooth, fur-lined. Beamed Waist. Gown is a fabric. Gown is heavily woven with soft full surface. (17½) Beamed Waist, 13½, 15½, 17½, 19½. Lined with Seal-Gle Rayon. Gown that guarantees 3 years of handsome service. Individualized warmly, well. Similar quality sells for \$27.98 elsewhere.

• 17-NO-6075
10 Sizes . . . Cost, \$23.98



BEST QUALITY



\$3.00 Down
On
Easy Terms

\$12.98
Each

Better
Quality
Everywhere

\$15.98

SAVE \$3.00 ON EACH

- **NEW TWO-WAY COAT . . Change-About Belts . . Zipped Pockets**
- **THE TWIN-BUTTON REEFER . . . Styled to Stay in Fashion**
- **Kerrybrooke ZIP-OUT LINING . . All Occasions . . All Seasons**

Two-way full coat in slinky soft All Virgin Wool Plush . . . such as you find in coats coming much more elsewhere. Lined with full-size Rayon Tulle, guaranteed to wear 2 years, evenly interlined. Superb value at \$12.98. Wonderful coat with two trick belts! Worn your old waist with the wide extra-like beauty in picture above, or replace it with button-back full dress to wear over tulle. Tulle is silk too, too . . . with a zippered one on top of each patch pocket, and then another one zippered around, right over your chest. Never warm either is necessary, wear it two ways.

Colors: Pale Tan, with Brown Belt. Sizes: 12, 14, 16, 18, 20. Length, about 40 1/2 inches. Made in U.S.A. Shipping weight, 3 pounds 2 ounces. # 27-606-0000—\$2 Down Each, \$12.98



Twin-button Reeper in our very best quality Sherbrooke-type fabric . . . soft, warm and smart. It's 100% Virgin Wool, lined with full-size Rayon Tulle, guaranteed to wear two years, evenly interlined. Dramatically extra-soft sweater that keeps off everyone, looks right everywhere . . . with everything that needs it without giving. Good-looking coat of warm All Virgin Wool is included with coat.

Colors: Blue or Tan Blue 672. Sizes: 12, 14, 16, 18, 20. Length, about 42 1/2 inches. In Women's Sizes 18, 40, 42, 44, length, about 42 1/2 inches. Made in U.S.A. Shipping weight, 3 pounds 2 ounces. # 27-606-0000—\$2 Down. Cash, \$12.98



Kerrybrooke Zip-out Lining Coat in the All Virgin Wool 100% Virgin Wool of excellent soft quality. 100% Wool, see Page 208. Zip out lining in extra Plush as coat. Regular lining, and zip-out lining of zip-out, see Extra-like Rayon Tulle guaranteed to wear handsomely for 2 years. Stylish all-over coat with well-tailored sleeves and extra back, sleeve top, large pockets. Search at right shows how easy it is to take out the Tulle-like lining. Colors: Pale Tan only. Sizes: 12, 14, 16, 18, 20. Length, about 42 1/2 inches. Made in U.S.A. Shipping weight, 3 lbs. 10 oz. # 27-606-0000—\$2 Down. Cash, \$12.98



Kerrybrooke
your cat

THE POLO COAT that Everybody Wants

SEARS BRING IT TO YOU
AT A ³⁵ SAVING

\$14.98

Similar Quality Elsewhere ~~18.98~~

\$2 Down on
Easy Terms

- Shown on the Fashion Magazine Covers
- And worn on every street in America
- By actual coat, favorite coat in U. S. A.
- In Misses' and Juniors' Sizes . . . at Sears

Sears BLUE ribbon Edition of this winning polo coat brings you authentic style and super-value savings. The rich fabric alone is worth many-a-dollar more . . . Fine tailoring looks like far costlier polo coats and its accurate fit has a truly custom-made air.



LINED is rich glistening Skinner's Bayon. During the fabric's long history for two generations and today is unconditionally guaranteed to give you two years' wear.



BUTTONS are beautiful true Ocean Pearl . . . creamy white and extra lustrous. And the buttonholes have an equal perfection; they're sturdy made and well-fitted.



COLLAR is without and fitted as though made for you alone. Then stitched in back to maintain its excellent, neck-tugging shape through a long term of smart service.



SEWED have fabric reinforcement, locked in place by hand and then securely stitched by machine, so they will fit smoothly and smartly for lifetime of your coat.



One of the Finest Coat Fabrics Made, and the perfect material for this smart style, it's the famous Hanks Bayon fabric! All Wool- and Camel Hair Plush (84% Virgin Wool, 16% Reprocessed Wool, 10% Reprocessed Camel hair, 27% Rayon) - soft, tightly textured, long wearing, jet soft and lovely to touch. Lined with long haired Skinner's Bayon, guaranteed to please, and warmly lined.

Time-tested of all Polo Coats, this youthful style is top-favorite from coast to coast. Cherished by campus celebrities, modern-day career girls, pretty ladies and young-in-heart grandmothers, because it's comfortable, becoming, and light as a dove. Wonderfully simple . . . but beautifully correct in every detail, from the open neck and belted back to the double-breasted wide-sleeved front. 2 huge flap pockets cradle your hands and also hold all the things you usually put in your pocketbook. Compare this masterpiece of a Kerrybrooke coat with other polo-coats costing dollars more elsewhere; see what you care of Sears Roebuck. Count up all the wonderful things you can buy with the difference.

Colors: Polo Tan only. Misses' Sizes 12, 14, 16, 18, 20. Length, about 43 1/2 in. Juniors' Sizes 10, 12, 14, 16, 18. Length, about 42 inches. Make size.

• 17 ME 6088—Simp. wt., 3 lbs. \$2 Down on Easy Terms. Cash . . . \$14.98

SEARS EASY ORDERING AND NEW, FASTER SERVICE

—**Check Your Size** . . . use the measurements Page 1204. It's easy to get correct fit by mail, please or through Sears Order Office.

—**To See The Color** . . . whenever a number follows color name, you will find the shade illustrated on Color-Graph, Page 1248.

—**Order and pay** (payments only from your nearest Sears Mail Order Store. All payments on Plans Two (plans are now shipped from Kansas City or New York, whichever city is nearer to you.

—**Available on Sears Easy Payment Plan** . . . see inside Book Cover of Catalog.





\$9.98
Each
 \$10 Down
 on Easy Terms

SEARS REVERSIBLE COATS . . . Completely Finished on Each Side

Best! Wind, Rain and Cold! Made of Some Type Tweeds and
 Twill Sold Elsewhere at Higher Prices. Women's, Junior's Sizes



**All-Weather Plaid (1475), New Wool, 1475,
 Reversal Wool, see Page 1338.** Arden-Bird
 Cotton-Gabardine in Natural Tan on reverse
 side, resistant to wind and water.

Right from the grade off its grade head to the
 hem of its great skirt hem, this new reversible
 coat is constructed to make you handsome
 and keep you warm and dry! Detachable
 head frames your face prettily, keeps your
 neck dry. Stronger silhouettes bring out the
 best in your figure, and the self-closed
 skirt is a famous flatterer. Features synthetic
 stretch with fabric zipper in the front closing.
 Two pockets on the wool-faced side and
 two more on the gabardine side.

**Colors: Glen Plaid with Blue and Green pre-
 dominating. Junior's: Sizes 11, 13, 15, 17,
 19. Light, also 21 in. Misses: Sizes 12, 14,
 16, 18, 20. Light, also 22½ in. Made also.
 Shipping weight, each, 4 lbs. 8 oz.**

#17 005 6084—\$10 Down, Cash, \$9.98



**Five Cavalry Twill (1175), new Wool Worsted,
 7175, Cotton, Reversal side, the Cotton-Gabardine
 with Arden-Bird, resistant to wind and water.**

We've taken the coat the boys call perfect—and
 improved it in 4 big ways! Adapted it to fit your
 feminine figure, made it up in a handsome Twill,
 and then turned it into an all-weather reversible by
 lining it with wind-and-water resistant Gabardine.
 Wear it in all kinds of weather—for all occasions—
 with almost anything you wear.

Five front buttons with fabric zipper; there are big
 pockets on inside and outside! Handsomely tailored
 with seams down the sleeves and across back.
**Colors: Country Tan, with reverse side in Natural Tan.
 Misses: Sizes 12, 14, 16, 18, 20.
 Junior's: Sizes 11, 13, 15, 17, 19. All lengths, except
 42 inches. Shipping weight, each, 4 pounds 8 ounces.**

#17 005 6087—Made also, \$10 Down, Cash, \$9.98



**All-Weather Twill (1475), New Wool, 1475,
 Reversal Wool, 7175, Reversal Wool,
 Reversal side, is Arden-Bird Cotton-Gabardine,
 resistant to wind and water.**

You get in the picture in walking with
 you, don't in handbags and wear in the
 finest reversible coat. And you will be just
 as delighted when this handsome coat
 belongs to you. Peaked head frames out
 collar in your collar. Rem buttons, button-
 holes, and pockets on Twill and on
 Gabardine side.

**Colors: Broken Herringbone in Black
 and White or White and White. Reversal
 side, each, Natural Tan. Misses: Sizes
 12, 14, 16, 18, 20. Length, except 42½ in.
 Made also, also, 22½ in. 4 lbs. 8 oz.**

#17 005 6088—\$10 Down, Cash, \$9.98

SEARS EASY ORDERING AND NEW, FASTER SERVICE

Check Your Size . . . see also measurements Page 1338. If you
 to get correct fit by mail, phone or through Sears/Order Offices.
 Available on Sears Easy Payment Plan . . . see inside Book Covers.

Order and pay postage only from your nearest Sears that Order
 Places. All garments to these two groups are now shipped from
 Kansas City or New York, whichever is nearer you.



TREAT YOURSELF TO A BARGAIN

\$7.98
Each
~~\$9.98~~

All Wool Fleece

SAVE \$2.00! This rich Fleece is warmly lined, then lined in Earl-Glo Rayon-Twill that guarantees 2 years' wear. Sizes for Misses, Juniors and Women.

SHORT-COAT—NEWEST OF ALL!

For all Wool Fleece . . . 1919, Vogue Wool, 1919, Revere Wool, lined, belted as described in headline at right above.
You've read about it in Fashion magazines . . . now it is new and more ready. How new? 4 years! The coat that's not like a classic dolt, latest to a full swing now. The smooth, simple angular shoulders are wonderfully new; straight wide sleeves are cutting its way and fitting its wear! White leather-like belt, buttons with "leather" contrast. Five \$9.98 quality coats are \$2.00 off today.
Colors: Revere 421 or Earl Glo 475, Misses' Sizes 12, 14, 16, 18, 20, length about 42 inches; Misses' Sizes 12, 14, 16, 18, 20, length about 42 1/2 inches. These also, color. Shipping weight, each, 2 pounds.
17 MO 6096 Coat, \$7.98



GLORIOUS WRAP-UP STYLE!

Excellent quality all Wool Fleece, 1919, Vogue Wool, 1919, Revere Wool. This is the same high-quality coat you have always bought at Sears, see Page 118. It is richly lined and warmly lined as described in the headline, above.
This famous fashion was featured in Hollywood; it was adapted, altered in every city and town from coast to coast. Beautiful women know it's so comfortable, so smart for every occasion. Comfortable, really, with unusual look, showing new modified wrap-up style shoulders. Comfort and workability as in the real world cost \$2.00 more. Buy here and now.
Colors: Revere 421 or Earl Glo 475, Misses' Size Range 12, 14, 16, 18, 20 length, also 42 1/2 in. Women's Sizes 24, 26, 28, 30, 32 length, also 42 1/2 in. These also, color. Page 118, 119, 120.
17 MO 6096 \$7.98

SMART COUNTER-BALANCE KEEPER

Special quality all Wool Fleece, 1919, Vogue Wool, 1919, Revere Wool, belted, lined, warmly lined with Rayon-Twill and warmly lined . . . just as described above.
The beauty coat with all the buttons to your figure as if it were tailored-and-made for you! High your shoulders, smooth your waist and then enter not in a wealth of grace . . . right to the rippling neckline. Full-chested collar is belted with rows and rows of shining crystal of the quality workmanship that you get in this rich single coat of three super-value price! Save \$2.00, enter it now.
Colors: Miss 475 or Earl Glo 475, Misses' Sizes 12, 14, 16, 18, 20, length, about 42 1/2 in. These also and color. Shipping weight, 4 pounds 10 ounces.
17 MO 6097 \$7.98



EASY ORDERING—NEW, FASTER SERVICE

—Check Your Size . . . see size measurements Page 118. It's easy to get correct fit by mail, phone or through nearest Sears (Order Office).
—Buy for the Color . . . when in number below order name (omit Color-Group, Page 118).

—Order and pay postage only from your nearest Sears Mail Order House. All garments on these two pages are now shipped from Kansas City or New York, additional to express cost.
—Available on Easy Terms, inside Book Order.



VALUE...PLUS BEST-SELLING STYLE

All Wool Tweed

MONEY SAVERS in Misses', Juniors' and Women's Sizes Used in Earl-Glo Bayon Twill, guaranteed to wear two years; well interfined for warmth.

\$798

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

11

2099



Abstract

and Water Wheel, 1979; Water Wheel, 1980; Experimental Wheel, 1979; Second Wheel (new), mentioned as identified above.

Handmade-edged covers, double-edged flaps, and bound with solid color flat picks are predominating type of your brand. Wear-resistant for this popular type coat.

Katana Color-Matched guaranteed Forest in green-stained white and black-stained white. Measure: 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42 in. Women's Sizes: 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 1196, 1198, 1200, 1202, 1204, 1206, 1208, 1210, 1212, 1214, 1216, 1218, 1220, 1222, 1224, 1226, 1228, 1230, 1232, 1234, 1236, 1238, 1240, 1242, 1244, 1246, 1248, 1250, 1252, 1254, 1256, 1258, 1260, 1262, 1264, 1266, 1268, 1270, 1272, 1274, 1276, 1278, 1280, 1282, 1284, 1286, 1288, 1290, 1292, 1294, 1296, 1298, 1300, 1302, 1304, 1306, 1308, 1310, 1312, 1314, 1316, 1318, 1320, 1322, 1324, 1326, 1328, 1330, 1332, 1334, 1336, 1338, 1340, 1342, 1344, 1346, 1348, 1350, 1352, 1354, 1356, 1358, 1360, 1362, 1364, 1366, 1368, 1370, 1372, 1374, 1376, 1378, 1380, 1382, 1384, 1386, 1388, 1390, 1392, 1394, 1396, 1398, 1400, 1402, 1404, 1406, 1408, 1410, 1412, 1414, 1416, 1418, 1420, 1422, 1424, 1426, 1428, 1430, 1432, 1434, 1436, 1438, 1440, 1442, 1444, 1446, 1448, 1450, 1452, 1454, 1456, 1458, 1460, 1462, 1464, 1466, 1468, 1470, 1472, 1474, 1476, 1478, 1480, 1482, 1484, 1486, 1488, 1490, 1492, 1494, 1496, 1498, 1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1524, 1526, 1528,

12. *Journal of the American Medical Association*, 277:1033-1034, 1997



DECLASSIFICATION GUIDE:

All Wood Panels: 20% Maple Wood, 10% Engineered Wood, 10% Hard Wood (wood, selected as described above).

Twisted standup! The entire line's right, whatever you go, so the style that glorifies your figure! Completely sporty, neat and healthy, the Waterbury roller picks up steam, roller coasters on the board.

California Color-Rollin' gutterball board is white and white or black and white. **Waterbury** New 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 1196, 1198, 1200, 1202, 1204, 1206, 1208, 1210, 1212, 1214, 1216, 1218, 1220, 1222, 1224, 1226, 1228, 1230, 1232, 1234, 1236, 1238, 1240, 1242, 1244, 1246, 1248, 1250, 1252, 1254, 1256, 1258, 1260, 1262, 1264, 1266, 1268, 1270, 1272, 1274, 1276, 1278, 1280, 1282, 1284, 1286, 1288, 1290, 1292, 1294, 1296, 1298, 1300, 1302, 1304, 1306, 1308, 1310, 1312, 1314, 1316, 1318, 1320, 1322, 1324, 1326, 1328, 1330, 1332, 1334, 1336, 1338, 1340, 1342, 1344, 1346, 1348, 1350, 1352, 1354, 1356, 1358, 1360, 1362, 1364, 1366, 1368, 1370, 1372, 1374, 1376, 1378, 1380, 1382, 1384, 1386, 1388, 1390, 1392, 1394, 1396, 1398, 1400, 1402, 1404, 1406, 1408, 1410, 1412, 1414, 1416, 1418, 1420, 1422, 1424, 1426, 1428, 1430, 1432, 1434, 1436, 1438, 1440, 1442, 1444, 1446, 1448, 1450, 1452, 1454, 1456, 1458, 1460, 1462, 1464, 1466, 1468, 1470, 1472, 1474, 1476, 1478, 1480, 1482, 1484, 1486, 1488, 1490, 1492, 1494, 1496, 1498, 1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1524, 1526, 1528,

[illegible]

1990-1991 1991-1992 1992-1993

all Wood Pencil, 100%, Virgin Wood, 100%,
Reprocessed Wood, 100%, Recycled Wood,
low usage 1101. Wood, labeled as
absorbed in reaction of ink.

We know this must have been exceptionally good when we designed it last season. But we didn't know it was a masterpiece until we began to get feedback from buyers around the globe. They're saying "I never looked so pretty and felt so well-dressed and sexy as I do in the Tamed trousers." America's still our playground. America never ceases to have it in a... with every fine feature that sets it there, hand-on, eye, slipping freedom and a wealth of glee. Every strand with rich textures. "We've never looked better."

Colors: Cahan, Marked Demogastropoda
Found in Black-and-White with Red and
or White-and-White with Black and
Juniata' Black, 11, 12, 13, 17, 18
light, also 13 in Black' Black, 12, 13
14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832,

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DRESS UP..KEEP WARM..LOOK LOVELY in Sears MONEY SAVER SUCCESS STYLES

\$9.98
EACH—CASH
\$2 Down on
Easy Terms

IDENTICAL FABRICS USED IN \$15.00 COATS—fabric illustration at right. Earl-Glo Rayon Satin lining guaranteed to wear 2 years . . warm interlining! Misses', Juniors', Women's and Stout Sizes

REEFER WITH VELVETEEN TRIM

Fine quality, tightly-woven fabric (usually found in \$15 Coats) is 28% Virgin Wool, 56% Cotton, 16% Rayon (see Page 338). Lined, interlined as described above.

Look prettier . . . feel warmer . . . than ever before, in your best winter coat! Choose this beauty-winner that's deliberately designed to glorify your figure and wrap you in cuddling warmth. Has unpressed front gores. Notched collar is faced with velveteen . . . the fabric that makes your skin so white and puts a sparkle in your eyes! Fabric covered buttons; inside pocket. Colors: Black or Wine 417. Misses' Sizes: 12, 14, 16, 18, 20. Lgth., abt. 42½ in. State size, color. Shpg. wt., 4 lbs. 8 oz.

◆17 NK 6104—\$2 Down . . . Cash, \$9.98

NEWEST..THE SHIRTWAIST COAT

Fine quality tightly woven fabric (usually found in \$15 coats) is 53% Reprocessed Wool, 34% Cotton, 13% Rayon. Lined, interlined as described above.

Hit style of the season! And a style we predict that will last for many seasons! So flattering, becoming and new—from the trimly buttoned front, velveteen collar, front-tie belt . . . to the honest-to-goodness shirtwaist cuffs with link buttons! Has one convenient inside pocket.

Colors: Soldier Blue (Illustrated) or Black. Juniors' Sizes: 11, 13, 15, 17, 19. Length, about 42 in. Misses' Sizes: 12, 14, 16, 18, 20. Length, about 42½ in. State size, color. Shipping weight, ea., 4 lbs. 8 oz.

◆17 NK 6105—\$2 Down . . . Cash, \$9.98

POPULAR..IN 3 SIZE RANGES

Fine quality fabric, illustrated in swatch and in coat, above, is 28% New Virgin Wool, 56% sturdy Cotton and 16% Rayon. Lined and interlined, as stated above.

This figure-flattering style has a 2-button, high-fitting neckline equally flattering when worn open or closed. Epaulet shoulders, easy fullness above waist, and rippling gores in the skirt increase its becomingness, add to its style! Inside pocket.

Color: Black only. Misses' Sizes: 14, 16, 18, 20 only. Women's Sizes: 38, 40, 42, 44. Length for both size ranges, about 43 in. Stout Women's Sizes: 43, 45, 47, 49, 51, 53. Length, about 45 in. State size. Shipping weight, ea., 4 lbs. 12 oz.

◆17 NK 6106—\$2 Down . . . Cash, \$9.98

SEARS EASY ORDERING AND NEW, FASTER SERVICE

—Check Your Size . . . see size measurements, Page 1254. It's easy to get correct fit by mail, phone or through Sears Order Offices.
—To See The Color . . . whenever a number follows color name, you will find the shade illustrated on Color-Graph, Page 1248.

—Order and pay postage only from your nearest Sears Mail Order House. All garments on these two pages are now shipped from Kansas City or New York, whichever is nearer you.
—Available on Sears Easy Payment Plan . . . see Inside Back Cover.



SAVE 30% AND GET EXTRA WARMTH in These Well-Tailored ALL WOOL COATS!

COMPARE THESE WITH OTHER COATS . . . COSTING \$12.98 ELSEWHERE!

You get more than your money's worth . . . in these magnificent Tweeds and Fleeces . . . with gorgeous linings of Earl-Glo Rayon Twill that's guaranteed to wear for 2 years . . . and warm interlinings. Misses', Juniors' and Women's Sizes in the group.

\$9.98
EACH—CASH
\$2 Down on
Easy Terms

NEW LEATHER-LIKE TRIM

All Wool Tweed; soft finish. 70% New Wool; 23% Reused Wool; 7% Reprocessed Wool (See Pg. 338). Lined and interlined. Every day is a Red Letter day when you own and wear a coat like this! You're ready for any occasion . . . handsome, well-dressed and wonderfully warm. It's well-tailored with novelty seams at the front and back gores. Pockets boast new leather-like arrow trimming.

Colors: Color-flecked Tweed in Brown-and-Beige; or in Black-and-White. **Misses' Sizes:** 12, 14, 16, 18, 20. **Women's Sizes:** 38, 40, 42, 44. Length, about 42½ inches. State size, color. Shpg. wt., 4 lbs. 10 oz.

◆ 17 NK 6108—\$2 Down . . . Cash, \$9.98



POCKET ZIPS! VESTEE ZIPS!

Wool Tweed, with soft finish; 70% New Virgin Wool; 23% Reused Wool; 7% Reprocessed Wool. Lined, interlined as described above. Defy the elements in this double-breasted reefer . . . for it has a detachable vestee to zip up when you want extra warmth. Zipped, too, is the breast pocket. Velveteen, in dominant color-tone of your Tweed, trims the collar; buttons are metal-rimmed. Compare this coat with others at \$12.98 elsewhere!

Colors: Color-flecked broken-Herringbone Tweed in Black-and-White or Wine-and-Beige. **Misses' Sizes:** 12, 14, 16, 18, 20. Length, about 42½ inches. State size and color. Shipping weight, 4 pounds 12 ounces.

◆ 17 NK 6109—\$2 Down Cash, \$9.98



SUCCESS COAT . . . LIKE THE R. A. F.

Our better quality All Wool Fleece (100% Reprocessed Wool); facing is 100% Virgin Wool Flannel. Lined, interlined as described in the headline at left, above.

Wear this feminine adaptation of the Royal Air Force overcoat! Already a sensational success; destined to become a historic style. When you button it up, it's all Blue, with only the emblem on the sleeve for contrast. Open it up to show brilliant Red facings and lining. Wonderfully tailored and gored. (Hat not included; See Index for Patriotic Hats and Bag.)

Color: Navy Blue with Red facing only. **Juniors' Sizes:** 11, 13, 15, 17, 19. Length, about 42 in. **Misses' Sizes:** 12, 14, 16, 18, 20. Length, about 42½ in. State size. Shipping weight, 4 pounds 14 ounces.

◆ 17 NK 6110—\$2 Down . . . Cash, \$9.98





FITTED AND FURRED IN JUNIOR STYLE

Frame Your Pretty Young Face in These Glistening Fur Collars and Wrap Yourself Up in These Wonderful Winter Weight Fabrics in Sizes M to 18



1298 *Smallmouth Bass* **44**

Abstract

PRINTY DETACHABLE COLLAR (4)
 BLUE-POE DYED MARBON 1.5 x 2.5 yds

This specially-recipe coating is 100% Bar-Koat® White for corrosion and 100% Bar-Koat® Black for rust. See Page 110. The glamorous look, graceful design and a quality within reach of his price. Bar-Koat® offers the finest guarantee: 2 years' wear. See us, your insurance.

Just the evening was enough (perhaps even less, for winter weather), spent without it, at midday, the new-style blouse had just well left. The March, given that it is not an at midday . . . like the midday kind of noon.

Colors: White (blanchard) or Black.
Antlers/Bones: 11, 12, 13, 17, 19. Length, about 42 in. Bone size, under. (Stopping weight, a couple 12 bones.)

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\$16.98 Under \$2000
Monthly **45%**

[illegible]LEOPARD-PRINT COAT FOR
CHILD AND MOTHER

The smooth, New fabric is 100% New Pigeon
Wool, 100% Cotton, 100% Nylon, 100%
Keratin-rich fabric (made with 100%
wool wool, processed to over 2 years
of wear).

Unusually... he wears... and it's great for you, in this line dress that suit. The eye fashion styling under is simple and contemporary. Come for... and you hope stuff is shown to a lot of watching for back of the wall sign to a fancy place. Whether is an amazingly (fancy), the road'll return from the water and without in, will be like that!

Colors: Head: Face blue or black. Anterior
Nose 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Light, red, or
dark red, red. Stage, etc., 1 to 100.

10-11-2008 10:00:00 AM Page 10 of 10

\$14.98 Double Quality **49¢** Universal

1. 10-1000 2. 10-1000 3. 10-1000 4. 10-1000

**CONTACTED MOBILE WITH MESSAGE
OF 9-1-1-EMERGENCY NUMBER**

Smart, self-textured fabric is All-Wave Woven, 100% New Virgin Wool, 28% in wool/Wool. Has resilient texture that's lightweight and warm. Fully lined with SoftChin® nylon satin, guaranteed to wear 2 years, usually shorter.

Big Easy color is a Hollywood wrap-up. Kate Winslet, the pretty, polished lead, has a long history of Oscar-bait. (Winslet has been nominated for Best Actress for her role in *Steve Jobs*.) She's got a long list of awards, including a Best Actress nomination for her role in *Steve Jobs*. (Winslet has been nominated for Best Actress for her role in *Steve Jobs*.) She's got a long list of awards, including a Best Actress nomination for her role in *Steve Jobs*.

Catfish: Pale to gray. Anterior 2 bars: 11, 13, 16, 17, 19. Length, about 82 inches. Mass, 100 lbs. 2 No. 1 egg.

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DATE SUBMITTED: 2014-01-14 10:00:00

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Page 1141. It's easy to get contact by
e-mail, phone, or through Harry's Office.
Available on Harry's Web Page.
Book 1141: The 1141th Book.

Order and pay postage only from your nearest Sears and Roebuck Store. All orders in New York City are shipped from New York City or New York, wherever nearest you. Postage and shipping will arrive in a few days.



BUDGET PRICED...JUST FOR JUNIORS

The Four Winning Styles Best-Loved by You Who Wear Junior Sizes . . Designed to Show Off a Fine Young Figure; Tailored to Give Long Wear and Lined to Last 2 Years

\$7.98 Junior quality
double-breasted coat
with shirred back

Save \$2 on each of these two

NEW HUSKY REEFER VELVET-NECKED

Splendid quality with crepe velvet collar. Fully lined, side-zippered . . in 4-10, Round Waist, 2-10, Boy's (See Page 218). Girl's (See Page 218). Fully lined, side-zippered, full-length, guaranteed 2 years' wear. Warm, comfortable.

Set the stage for dress-up wear . . the coat that looks better without using full-lined velvet for the lining in this velvet-lined, fully-lined, side-zippered, full-length, guaranteed 2 years' wear. To beautify your figure, priced to save you money! Warm, comfortable, fully-lined, side-zippered, full-length, guaranteed 2 years' wear. To beautify your figure, priced to save you money! Warm, comfortable, fully-lined, side-zippered, full-length, guaranteed 2 years' wear. To beautify your figure, priced to save you money!

NEW REVERSIBLE WITH SHIRRED BACK

Good style in our Best Waist Trend . . 4-10, Round Waist. Other side, fine quality Cotton Corduroy with warm, double-lined, reversible to wind and water.

This gorgeous reversible does double duty . . it's completely lined on each side . . you can wear a girl's adult coat or a natural Corduroy one. And for other quick-change style . . the back is detachable, built to accommodate, built to be reversible and detachable! Extra fun, extra warm . . all yours for \$2.98 less than you'd pay in the big department stores.

Cotton Plaid in Windbreak and Cotton, warm side, for Junior's Sizes 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

\$9.98 Junior quality
double-breasted coat
with shirred back

Save \$2.00, and pay only \$1.98 on Easy Terms

TELETYPE WRAP-STYLE WITH NEW SMOOGE SHOULDERS

Lightly across all Waist Sizes . . 4-10, Round Waist, 2-10, Round Waist. Warm and comfortable! Coat with Corduroy Boy's (See Page 218), guaranteed to wear 2 years! Warm, comfortable for Winter comfort.

The Junior's new version of Hollywood style . . the coat you can't find anywhere else! It's just a part of your life in parties and dates and "the crowd"! It's completely lined with wonderful side-zippered back that makes you want high glass-eyes and . . and big old-fashioned collar. Coat buttons up warmly, opens gracefully. The well-working side-zippered back and an straight lace closure. Invaluable bargain of Special Sale for \$2.98 when you buy it here. Colors: Pale Tan (See Page 218). Junior's Sizes 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

MILITARY REEFER . . KAT TO MATCH, BRIMM FIVE

For all Waist (Standard) Sizes . . 4-10, Round Waist, 2-10, Round Waist. Warm and comfortable! Fully lined, side-zippered, full-length, guaranteed to wear 2 years. Warm, comfortable.

Rich and beautiful reefer coat . . one of the most appealing variations of the classic new trend for reefered business. It has a wide, wide collar and high military styling, with important-looking, heavy-weight buttons. Fully lined with beautiful velvet lining, full-length side-zippered, military coat, lined with velvet, has adjustable front close on an outside pin . . and here it back, low priced!

Colors: Navy Blue only. Junior's Sizes 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.



SUPERB FIT AND SMART FLATTERY... FOR LARGER WOMEN AND STOUT WOMEN

Three Coats and a Suit . . . cut with precision and grace . . . and cleverly styled to make you slimmer and prettier, as described in panel on opposite page. Each style on this page, in Average Length; Sizes for Women, Stout Women.

SAVE
\$5.00 **\$16⁹⁸**
Cash

SAVE
\$3.00 **\$12⁹⁸**
Cash

SAVE
\$2.00 **\$8⁹⁸**
Cash

SAVE
\$4.00 **\$10⁹⁸**
Cash

Superbly Warm All Wool Broad Coat 1918. Virgin Wool, 100% Broad Wool, 100% Broad Wool. See Page 120. The subtle Herringbone fabric is made in Scotland. Every Fall that guarantees 1 year's wear is really interesting.

The magnificent collar is also soft, long-haired. Guaranteed for a smart ready form of gray-brown. The exact style of the coat is perfect for most women. It's designed to stay in fashion for many seasons . . . and to guarantee every figure that wears it. Beautifully styled all around, with that perfect connection in front, rear. Straight across, new light-colored shoulders, two-button fastening. Superbly warm every season.

Colors: Black-and-White or White-and-Black. Stout Women's Sizes: 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. Length, about 44 inches. Size and color. Shipping weight, 1 pound.

#17 608-6700—\$2 Down. Cash, \$16.98

Superbly Warm Coat in a patterned All Wool Broad Coat 1918. Virgin Wool, 100% Broad Wool, 100% Broad Wool. See Page 120. The subtle Herringbone fabric is made in Scotland. Every Fall that guarantees 1 year's wear is really interesting.

This elegant coat has a new fashion . . . the distinctive collar and back form, full length, are distinguished . . . each edge faced with a band of solid color that adds to the form of broad coat. Guaranteed for a smart ready form of gray-brown. The exact style of the coat is perfect for most women. It's designed to stay in fashion for many seasons . . . and to guarantee every figure that wears it. Beautifully styled all around, with that perfect connection in front, rear. Straight across, new light-colored shoulders, two-button fastening. Superbly warm every season.

Colors: Black-and-White or White-and-Black. Stout Women's Sizes: 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. Length, about 44 in. Size and color. Shipping weight, 1 lb. 4 oz.

#17 608-6700—\$2 Down. Cash, \$12.98

Favorite Coat Fashion of larger women, new in a fine quality, self-fabricated fabric. 40% Broad Wool, 100% Broad Wool. See Page 120. The subtle Herringbone fabric is made in Scotland. Every Fall that guarantees 1 year's wear is really interesting.

This lovely belted and lined coat offers you good quality, rich warmth and smart style . . . plus a wealth of fine features, especially planned to flatter the larger figure. The smartest and subtlest, designed to reveal the flattery lines. Shoulders are neatly, subtly padded. The belted waist is quickly detachable. Radiant-colored buttons trim the revers and the two-piece hip-crease pattern.

Colors: Dark Gray or Faint Blue. Stout Women's Sizes: 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. Length, about 40 inches. Size and color. Shipping weight, 1 lb. 4 oz.

#17 608-6700—\$2 Down. Cash, \$8.98

Double-Breasted coat in right-women styling of 1918. Approximate Wool, 100% Broad Wool, 100% Broad Wool. See Page 120. The subtle Herringbone fabric is made in Scotland. Every Fall that guarantees 1 year's wear is really interesting.

The full-length coat and well-garbed skirt of this smart suit look handsome together and are smart and practical, warm with other things in your wardrobe. Coat has high wide collar, heavily trimmed with fur-trimmed undercollar. In styling, with offset waist, back and front. Self-material coat styled in modern. 1 flap over pocket, one back flap. The 4-gored skirt has smooth-shaping Grace slip of pleated, and waistband button.

Colors: Black or Faint Blue. Stout Women's Sizes: 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. Length, about 40 in. Size and color. Shipping weight, 4 lbs. 11 oz.

#17 608-6800—\$2 Down. Cash, \$10.98

Source figure: <https://doi.org/10.26434/chemrxiv-2023-33333>



Charmante
FOR WOMEN

**FURS BUILT TO BRING YOU
EXTRA WEAR, WARMTH, BEAUTY**

EXTRA WEAR that's built into each coat on this page. Genuine skin of Beaver-Coyote-Sable is guaranteed to wear five years. A luxury touch that adds to the value, but not to the cost, of these splendid fur coats at Sears. Three-year rubbing around outside and cuffs of these fur coats protect the precious fur from friction and mildew. A sure sign of the living beauty... long after the way they keep your coat shiny through many winters.

EXTRA BEAUTY features of these fur coats:
The buttons... and shape of convertible collars... are harmonious in graceful lines. Extra value, an extra touch. Differences are invisible, slight, with more varied shadings, straight down, curved profiles of most popular fur fashions. They will give you many years of good looks.

EXTRA WARMTH of these coats gives extra value. Interlined fully and warmly, through body and sleeves. Two outside pockets, and one in lining, are warm, deep. Unobtrusive cuffs in the sleeves are soft and keep you warm. Luxurious, heavy, lined of heavy high standards. Inside the coat and keep the coat close to your figure.

SATISFACTION GUARANTEED on your money or
if needed, Sears positive promise just for purchase.

THESE FURS ARE SHIPPED from New York. Order and pay postage only from the nearest Sears Mail Order House.
CHECK YOUR SIZE. See size measurements on Page 1104.

Sable Blended **MUSKRAT**
Sears Finest Fur Coats... Luxurious Super-Values

\$12.50 Save up to 50% **\$149.00** EACH COAT Single Quality Standard **\$179.00**

Most known for that money can buy is precious SABLE... and find for coats that Sears sell one the handsome Sable-blended MUSKRAT above, classic swapper style at the left... smart yoke-lapel model at right. For each one, we selected supremely fine, richly lined BACK SEWED Southern Muskrat, because these pelts have such magnificent softness, better and wear. Then we gave this rich fur the wisest brown tones and shadowy stripes that resemble musk sable, and inside every inch of your coat with the finish still described in panel at left. See the value you get, and figure your savings at Sears... choose the sable-blended model for style you long had from the descriptions below.

At the Left—Misses' and Women's Sable: European coat, classic and full length, with extra-lean water resistant shoulders and new straight seams. A style that will stay in fashion, a fur that will endure. Colors: Dark Brown only. Misses' Sable 12, 14, 16, 18, 20 length, about 41 inches. Women's Sable 22, 24, 26 length, about 43 inches. Note also: Shipping weight, each, 6 pounds 4 ounces.
17-10 10000—\$11.00 Brown... Cash, \$149.00
Compare at retail \$174.00 quality fur, elsewhere

At the Right—Misses' Sable: (also in Jacket). Yoke-front coat, full length and furat, has smart new shoulder line and single straight seams. Quaintest example of fur at the time. A fashion to make you proud, a fur to wear you for many seasons. Colors: Dark Brown only. Misses' Sable (also in Jacket) 12, 14, 16, 18, 20 length, about 41 to 43 inches. Shipping weight, each, 6 pounds.
17-10 10000—\$11.00 Brown... Cash, \$149.00
\$174.00 quality, over \$100.00 at Sears Roebuck



FUR COATS Styled for Glamour and Priced to Save You \$19.00

\$8.00 Saves
on Fur
Taxes **\$100.00** SUCH
CASH

Either
Quality
Barter **~~\$119.00~~**

BLACK-DYED SKUNK-STRIFE To Fit Misses and Juniors

Outstanding stylist of the season is the all-time
greatest of this cat long-haired dyed Skunk-
Strife Fur. (Says expert's review of this fine fashion
fellow you almost weeped and weep . . . and were
you \$79.00. It is handsomely lined in beautiful
Raven-fur and made with great skill as described
in the panel at right and styled to give you a
tosses that through all the years you'll wear it
like new stand-up collar, full-length sleeves with
fur worked in fashion's favorite swirls . . . and
completing elegant design. Long fur and
and the rich white Raven Crisp coat are included.
Colors: Black only. Misses' Sizes (also fit Juniors)
12, 14, 16, 18, 20. Style also. Skg. wt., 6 lbs.
4-17 CM 2200-24 Shawl Cash, \$199
Compare this coat with \$119.00 cash elsewhere

GLOSSY BLACK PERSIAN PAW In Misses', Women's Sizes

Every swagman knows that is the fur that's famous
for double (thick!) Fur. Now this is a simple
and smooth that it wraps your figure with glorious
grace . . . and the smooth, shimmering surface
Raven fur. Coat has straight sleeves, com-
fortable collar, handsome wrap up style, button at
waist. Beautifully made, reinforced, and lined in
beautiful Raven-fur, off as described in panel at
right. For super-value, it's finished with French-type
fur. For and fitting featured separately to give your
coat a hair long and longer wear.
Colors: Black only. Misses' Sizes 12, 14, 16, 18,
20. Light, mid. 47 in. Women's Sizes 40, 42, 44,
46, 48, 50. Style also. Skg. wt., 6 lbs., 7 lbs.
4-17 CM 2200-24 Shawl Cash, \$199-20
\$199.00 quality elsewhere, save \$19 at Super!

New Charmode

BUILT TO BRING YOU EXTRA

These Extra Features add to the value of the Black
and Persian Paw Fur Coats shown here . . . and the
Black-Dyed Skunk Fur Coat on opposite page.
\$199.00 (SUCH) of the Skunk Fur Coat are
found in its description on opposite page.)

EXTRA WEAR in 4 Ways:

Each fur coat is guaranteed to wear for 3 years.
Some times like Raven-fur, others, Raven-fur
as indicated in each description. But all are alike
in this way . . . they wear superbly well.

Pearson Dry-Clean process protects the Persian
Paw and the Black-Dyed Skunk Fur against
rips for the wear! (Black and Persian Paw are ex-
traordinary, they need no further protection.)
Working around collar and cuffs protects the fur
beauty. A beautiful look you'll pay more for,
elsewhere. Yours at no extra and . . . of Super.

Armchairs of guaranteed living material keep
these fur coats shiny and looking their best.

INTERACTION GUARANTEED

... at money back. For 30 years we
have helped them establish their fur.
Our reputation has sold half a million fur coats
... and as half a million friends.



Fashions in Fur

WARMTH . . QUALITY . . WEAR

EXTRA WARMTH at these 4 points:

Interlining from neck to hem increases the comfort, but not the cost, of these fur coats . . all feature Windbreak collars, inside rear and sleeves, and not the cold drafts and give you extra comfort. Two pockets on outside of each coat, and one in each lining, are ready . . deep and well-made. Convertible necklines fit well and foster variety.

EXTRA BEAUTY at NO EXTRA COST

Inside the so-called Fox and Sable-blended Coats the rich hide coat looks lovely, warm, close to your figure. Sable and Beaver styles are cut to hang straight with casual yet neat no tail



EASY ORDERING—EASY TERMS

—Check Your Size . . see size measurements, Page 111a of this Catalog. It's easy to get correct fit by mail, please us through Sears Order Catalog.
—Order and pay postage only from nearest Sears and Order Store. All fur or these 2 pages are shipped from our New York fur headquarters.
—Available on Day, Term, or Installment Plan.

YOU CAN TRUST SEARS When Buying Fur Coats and Save \$10 on These Styles

\$8.00 Down to Buy Today **\$89.50** Each Coat Earlier Quality Beavers **~~199.50~~**

SABLE-BLENDED CONEY FUR Misses' and Women's Sizes

The heavy brown tone, dusky stripes and glitzy looking border of patches, priceless sable fur . . have been hand-picked especially for you in this swaggar look full-length coat of smooth Sable-blended Australian Coney fur. Only one problem, in all the world, has this meant of traveling this fur with safe luxury . . and that's the famous Hollister method coat hanger (other extra-color features, plus a description and specialties of the splendid Beaver Fella Coats being, are described in panel on left. Handmade (practical) pin is included with coat.

Colors: Brown only. Misses' Sizes: 12, 14, 16, 18, 20; length, about 41 in. Women's Sizes: 40, 42, 44; length, about 43 in. Style, wt., each, 7 lbs. # 17 GR 1200—State size. 24 Down Coat, \$89.50

\$99.00 quality elsewhere; save \$99.00 at Sears

BEAVER-DYED MOUTON LAMB Fits Misses and Juniors

This is the coat that has everything! The dyed mouton lamb fur captures the well-known glossy-brown color of costly Beaver fur. It's one of the sturdiest furs you can buy! Lightweight, superbly warm, and carefully styled to make you equally well dressed at a formal gown or in slacks. Plus a wealth of fine color features . . two visible pockets and one in the lining . . and is richly lined with Beaver Fella Coats, guaranteed to wear well for 2 years, this youthful take-look, swaggar silhouette, straight sleeves. Sport curving leather fastening above the convertible neckline.

Colors: Brown only. Misses' Sizes (also fit Juniors): 12, 14, 16, 18, 20; length, 40 in. Style, wt., 7 lbs. # 17 GR 1210—State size. 24 Down Coat, \$89.50

Compare it with \$99.00 for each and elsewhere



SEARS MONEY BACK GUARANTEE Insures Fur Coat Satisfaction

GLORIOUS BROWN SABLE-BLENDED CONEY FUR COAT

\$59⁵⁰

(each)

\$4.00 Down
on Easy Terms

\$75⁰⁰

Compare
Savings

FIVE SEASONS FOR MISSES, MISS, MISS & JUNIORS. The deep brown tones and subtle stripes of magnificent Sable fur have been captured for you in this fine, smooth Coney Fur coat, Sable-blended to perfection. Then reinforced by famous Rayon Sable gives you guaranteed fur against tips for nine years! This ringer-hat style flares softly from a smart, waist-up yoke. Shoulders follow the new natural line, lapel collar is sculptured. There are two deep pockets and a third, sculptured, in the lining. The lining of rich Broadcloth Rayon Sable guarantees two years' wear. Sable luxury and service in the neck and soft cutting, the windbreak cuffs, windbreak and moisture-and-rain slitting. Coat has two French-type fast, with fur and lining finished separately to give better hang and wear. Golden Brown only. Misses' Sizes (will also fit Juniors 10, 14, 16, 18, 20) length, about 41 inches. Sable also.

***TOP COX \$213.00 shipping wt., 4 lbs. 14 Oz. Coat, \$99.00**
Save \$10.00 or more, similar quality \$70.00 elsewhere



BLUE RIBBON COAT of Seal-dyed Coney Fur

**SEARS SAVE YOU \$20.00...AND
GIVE YOU 12 GREAT FEATURES**

found only in fur coats
costing \$29.00* elsewhere

- 1 Fur is our finest quality back Coney, sealers felt carefully selected by hand to bring you only the very best.
- 2 Rich color of the fur is guaranteed against fading for lifetime of wear. Spectacular value-insurance that's rare at this price. Blue Ribbon extra-value of Sears.
- 3 Step-down protection guarantees this Coney Fur against tips for one year from time of purchase.
- 4 Misses' Broadcloth Rayon Sable lines the entire coat, a fabric famous for two generations; guaranteed to wear 2 years. Using the broadest drapery in back to give your coat extra-flair.
- 5 Magnificent sweep of fur around neckline ripples luxuriously, feels richly warm. Outstanding extra-value feature, typical of \$79.00 coats elsewhere.
- 6 French-type fast with the end lining hinged upon itself instead of being sewn together, gives your coat floor hang, greater comfort and wear. A value feature you'd gladly pay more for, elsewhere.
- 7 Placed necking protects collar, cuffs and coat fronts from soil and friction. Another extra value.
- 8 Armholes of lining material protect the lining.
- 9 Windbreakers cuffs inside the sleeves, shut out winter drafts and keep your wrists easily comfortable.
- 10 Inside the end-lap slitting and generous overlap flanks your coat warmly close to your figure.
- 11 Bottom is reinforced by step-button on back of fur.
- 12 Two pockets on outside are deep and roomy. Another in lining, shows with split side slip fastener.

INTERSECTION GUARANTEED

...or your money refunded. For 10 years we have insured Sears' seal-dyed fur. Our reputation has sold half a million for men and men have returned half a million friends.

EASY ORDERING—SEARS FAST SERVICE

*Check Your Size—see size measurements, Page 1204. If you can't get perfect fit by mail, phone or through Sears Order Office. Only, any outside you have received Sears Mail Order House. The Blue Ribbon coat shipped from New York or Boston (your preference is yours). Get when they shipped from New York. Available on Sears Easy Payment Plan...see Inside Back Cover.



OUR GREATEST ACHIEVEMENT... YOUR GREATEST VALUE IN FURS

BLACK SEAL-DYED CONEY FUR COAT

Team style experts hold a Fashion Show...to select the Blue Ribbon beauty-winner Fur Coat above. They awarded all the leading fur fashions of the season and chose this choice coat as the best. They specified it must be made of our best smooth black seal-dyed Irish Coney skins, because by actual count that fur is America's favorite. Then, they set down the top-quality specifications for making and bring this Blue Ribbon price. Next, these really great Value Features displayed on opposite page compare this coat with others, elsewhere, costing \$129.00 more...and waste the money you save at Sears!

The swapper looks is luxuriously full. Shoulders show new modified line and the easy-fit sleeves hang splendidly straight. Good button shows invisible sides, handsome button forms neckline. Coat closes with a wide overlap. Skirts: Seal-dyed black, or fashion-styled brown Coney. Misses' Sizes: Full size fit: bust 32, 34, 36, 38, 40, 42, length, about 41 inches. Women's Sizes: 40, 42, 44, length, about 42 inches. State size, color, Skirt, etc., 7 lbs. #17 BX 2218—14 shown on Easy Terms; Supreme money-saver, \$79.50—quality elsewhere. . . . Cash, \$99.00

\$59⁵⁰

CASH

\$4.00 Down
on Easy Terms

Seal-
Quality
Guarantee

\$79⁵⁰



This coat shipped from New York or Kansas City, Order, any postage from nearest Sears Mail Order House.

Scans from: <https://christmas.reuse.technical.com>

○ PAGE 45 FUR COATS



SEARS NEW CHARMODE FUR FASHIONS

- Bring you super-warmth, added beauty and extra wear. Three-way value!
- Read the full details of the proud workmanship Sears have built into each fur coat on these two facing pages.

EXTRA WEAR

Shagwags are guaranteed to wear beautifully for two years! They're the quality full-skinned Super Felt®...fascinating by look, handy to touch and by wear. Truly long-lasting as the fur lining used in fur coats makes different coats in many big metropolitan cities.

Reaching up and out of each coat and tucked here, protects life and beauty of fur. Extra-wide bands of luxury in extra coat or Super-skinned.

Removability of the lining adds to the beauty and wear of your precious fur coat. Typical off early years elsewhere...typical of many super furs at Sears.

EXTRA WARMTH

Interbelts, from neck to hem, through extra bands of coat, full length of both sleeves...as specified in coat style...and unperforated comfort in these fur. But on furs they don't add a penny to the low price that you pay.

Wholesaler sells in every style, say "Oh" to more and said, this extra promise is inspired by quality coats, then where it's worn on furs...at no standard money-over low price!

Two deep, warm pockets, usable...and one more in the fur lining. Commensurate conditions in clearly and warmly as open in fashioning "Fur".

**100% SATISFACTION
GUARANTEED**

or your money back for 30 days
money returned. Please! (S.E.) very easy to get
Sears want off from the fur coat.
Our reputation has sold half
a million fur coats and was
as half a million friends.

**HOW TO ORDER:
SEARS EASY TERMS**

—Check Your Size...see also measurements. Page 1234. It's very easy to get
correct fit by mail, by phone or
through any one of Sears Order
Offices. We guarantee to fit you!

—Order and pay postage only from
nearest Sears Mail Order Office. All
fur coats shown on these 2 pages are
shipped to you directly from our New
York Fur Fashion Headquarters.

—Available in Sears Store nearest
you...see the hidden Seal Order.

YOU SAVE ENOUGH ON A SEARS FUR COAT to Buy Lovely Things for the Rest of Your Family

\$6.00 Down on Easy Terms
\$64⁵⁰ EACH CASH

Super Quality Elsewhere **\$79⁵⁰**

BLACK SKUNK-DYED OPOSSUM FUR Sizes to Fit Misses and Juniors

Bringing new version of the seasonably successful skunk-dyed great coat, in the fur that wears extraordinarily well, it's a breath-taking money-saving bargain at Sears. This striking coat in our Black skunk-dyed long-skinned Skunk-dyed Opossum Fur...with the skin joined by tapes to give your coat a "charmode" air and eliminate extra weight and bulk. Other exquisite features of craftsmanship that add to the beauty and wear are fully described in the panel at right. The complete machine finish, high and warmly with a lovely sheen and stain. One fresh white rayon crepe scarf comes with your coat. Coat features with four hoods, concealed by luxurious length of the fully fur.

Colors: Black only. Misses' Sizes (will also fit Juniors) 12, 14, 16, 18, 20 (length, about 40 inches. Sleeve size, Shipping weight, 4 1/2 pounds. 5 pounds 8 ounces.

#FFCK 8314—\$6 Down on Easy Terms...Cash, \$64.50 Super money-saving on actual \$79.50 quality elsewhere

SLIDE BLACK CARACUL-DYED KID Sizes for Misses and Women

The glossy Caracul-dyed Kidkins in this full-length fur coat are jet-black spots of loveliness; they have the silky sheen and soft smoothness that makes this fur so admired...and they're strengthened by famous Super-skin process throughout. Guaranteed against rip for one year. Coat is fully insulated, handspun lined and beautifully finished as described in the panel at right. The style is a classic that America's truest fur lover often wears, becoming to everyone who wears it and admired by many women. The swaggar back has new high-placed yoke. Small pretty collar opens in wide lapels or closes warmly, high at the throat. Two big buttons, like splendid jewels, finish the front of this coat. Colors: Black only. Misses' Sizes 12, 14, 16, 18, 20 (length, about 41 inches. Women's Sizes 40, 42, 44. Length, about 43 inches. Sleeve size, Shipping weight, 4 pounds 8 ounces.

#FFCK 8314—\$6 Down on Easy Terms...Cash, \$64.50 Super-value, handspun style, \$79.50 quality elsewhere



(A)



(B)

FUR FASHIONS IN NEW LENGTHS Save \$10 to \$20... Misses' Sizes

\$6.00 Save
up to
\$10 **\$59.50** SALE
price

Similar Quality Elsewhere

\$69.50 - \$79.50

33-INCH COAT IN NATURAL OPOSSUM

Finest of all... the shorter 33-inch coat of full-length American Opossum Fur in its glorious natural color... is fitted to give it this clean gray background, shading into shadowy brown and beige tones this fluffy texture beauty... and gives long sturdy wear. This rich coat is styled with classic simplicity, correct for this year and far into the future. Equally perfect for sporty legs or formal, has the standing collar, concealed flap-and-row closures. Better coat is warmly felted, other extra value features of construction and fitting are standard in good or expensive price.

Colors: Natural Beige Opossum, (Misses' Sizes) (also in Jumbo, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 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3826, 3828, 3830, 3832, 3834, 3836, 3838, 3840, 3842, 3844, 3846, 3848, 3850, 3852, 3854, 3856, 3858, 3860, 3862, 3864, 3866, 3868, 3870, 3872, 3874, 3876, 3878, 3880, 3882, 3884, 3886, 3888, 3890, 3892, 3894, 3896, 3898, 3900, 3902, 3904, 3906, 3908, 3910, 3912, 3914, 3916, 3918, 3920, 3922, 3924, 3926, 3928, 3930, 3932, 3934, 3936, 3938, 3940, 3942, 3944, 3946, 3948, 3950, 3952, 3954, 3956, 3958, 3960, 3962, 3964, 3966, 3968, 3970, 3972, 3974, 3976, 3978, 3980, 3982, 3984, 3986, 3988, 3990, 3992, 3994, 3996, 3998, 4000, 4002, 4004, 4006, 4008, 4010, 4012, 4014, 4016, 4018, 4020, 4022, 4024, 4026, 4028, 4030, 4032, 4034, 4036, 4038, 4040, 4042, 4044, 4046, 4048, 4050, 4052, 4054, 4056, 4058, 4060, 4062, 4064, 4066, 4068, 4070, 4072, 4074, 4076, 4078, 4080, 4082, 4084, 4086, 4088, 4090, 4092,



\$44.50
EACH COAT

Super Quality
Beaver-dyed Coat

\$54.95

\$12.00 Down on Easy Terms

SEAL OR BEAVER-DYED CONEY; Misses, Women

More than just money's worth, you get it again . . . at Sears, in the swaggy coat of glowing coney. Comes fur-dyed in exquisite Black Seal or Beaver Beaver. Besides, follow the new, more natural line. Conceivable color scheme with handsome design, matching fur-trimmed waistline. Solid coat is beautifully made, reinforced and lined in brushed Beaver Lute . . . as described in panel at right. For extra good measure, it's topped (bottom at long).

Beaver-dyed Coney fur, Misses' Sizes will also fit Junior: 12, 14, 16, 18, 20, length, about 41 in. Women's Sizes: 40, 42, 44, length, about 43 inches. Style also, color, shipping weight, each, 5 pounds 8 ounces.

\$17.00 DOWN—\$44.50 Coat, \$44.50
Compare with \$54.95 for elsewhere

BUY YOUR FUR COAT WITH CONFIDENCE AT SEARS

Our reputation protects you, our guarantee means what it says . . . Satisfaction, or your money back!

SQUIRREL-DYED CONEY; Misses', Women's Sizes

is style as perfect . . . a fur as popular, we offer this coat in 8 sizes, 3 color tones. The handsome smooth Coney fur skin here has been treated by the magic wand of our dye experts to simulate the beauty of brown-dyed squirrel or of white shadowed grey beaver. Coat has softly flared sweater bands, and new more natural shoulder line. The fur curls in spirals around the sleeves. Fastens with buttons at throat and waist. Full slits at the sides (left into the coat), and description of Beaver Lute lining are in panel at right.

Colors: Grey or Brown, Misses' Sizes: 12, 14, 16, 18, 20 length, about 40 in. Women's Sizes: 40, 42, 44 in length, also 43 in. Style also, color, shipping weight, 5 lbs. 4 oz.

\$17.00 DOWN—\$54.95 Coat, \$54.95
Save \$35.00 on this Fur Coat

CARACUL-DYED KID for Misses, Women

The outstanding coat of glossy kid skin. Caracul-dyed gives this fur its ideal for dress occasions, and beautifully becoming its every figure that wears it. The swaggy back rings out from a smartly shaped pointed collar. Shoulders are gently outlined, straight up after segue into the new plunging V-neck! Lined also at the throat, and button at waist are modest like twin jewels! Other features of beauty and wear, together with description of guaranteed, brushed Beaver Lute lining . . . fully described in panel at right.

Colors: Black only, Misses' Sizes will also fit Junior: 12, 14, 16, 18, 20, length, about 40 in. Women's Sizes: 40, 42, 44, length, about 42 in. Style also, shipping weight, 4 lbs.

\$17.00 DOWN—\$54.95 Coat, \$54.95
\$12.00 Down for \$44.50, or Save

Charmode
THEY ARE BUILT TO

- * EACH SKIN of a Charmode coat is carefully chosen by skilled experts.
- * STYLES are created, made and designed by top fashion authorities.
- * YOUR FUR COAT is completely—completely—made by experts craftsmen who are proud of their work and insist on perfect results!

Just coat on these 2 pages is made in Charmode High standard specifications also that is shown in the other half of this panel, on opposite page.

These Super Value fashions make your fur coat worth dollars more than it costs when you buy it at Sears.

SATISFACTION GUARANTEED

... or your money back! For 30 days return money from original Sears receipt without loss. Our reputation for quality and value is a million thanks.



Charmode
FOR WOMEN

Fur Fashions..

BRING YOU WEAR...WARMTH...QUALITY

EXTRA WEAR IN THREE 3 COATS AT 4 POINTS:

Because they're made with extra-thick fur, they're long-lasting and durable. They're also guaranteed to wear for 2 years, more than any other fur coat. Because they're made with extra-thick fur, they're long-lasting and durable. They're also guaranteed to wear for 2 years, more than any other fur coat.

EXTRA WARMTH IN THREE 3 COATS AT 4 GREAT WAYS:

Refracting them back to heat, increasing comfort of these 3 coats, without increasing cost! Typical fur coats reflect 70% of the heat back to the body. These 3 coats reflect 90% of the heat back to the body. Typical fur coats reflect 70% of the heat back to the body. These 3 coats reflect 90% of the heat back to the body.

HOW TO ORDER...SEARS EASY TERMS

—Order Your Size...see size measurements Page 1214. It's easy to get correct fit by mail, phone or through Sears Order Offices.
—Order and pay postage only from nearest Sears Mail Order House. Turn in these 2 pages shipped from New York.
—Available on Sears Easy Payment Plan...see inside Back Cover.

OUR LOWEST PRICE for FULL-LENGTH FUR COATS; SUPERB MONEY-SAVERS!

Bargains in Beauty! Bargains in Wear! A \$10.00 Saving on Each One!

\$4.00 Eyes on Every Fur Coat
\$39.95 EACH
Mink Quality **\$49.95**

SABLE-DYED CONEY FUR For Misses and Women

Beautiful brown fur that's so popular this year...in coats of its value price in this magnificent Sable-Dyed Coney fur coat, that comes in mink and woman's sizes. Simple straight back line will graceful flare, convertible collar in front, youthful feminine style...no vertical stripes when the straight stripes. The guaranteed Rayon quality guarantee, full lining of Swedish quality, beautiful effect guaranteed Rayon fur, and weight of other features in this handsome fur coat are described in panel article.

Colors: Brown only. Misses' Sizes: 10, 14, 16, 18, 20. Lengths: 40 in. Women's Sizes: 40, 42, 44, 46, 48, 50. In these sizes, shipping weight, 5 pounds 8 ounces.

#17 OK 5332-54 Brown...Cash, \$39.95
Save \$10.00 at Sears! \$49.95 Quality elsewhere

MINK-DYED CONEY FUR Fits Misses or Juniors

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A black and white photograph of a woman wearing a dark, fur-trimmed coat with a large, ornate brooch on the left lapel. She is also wearing a matching fur hat and a necklace. The coat has a high collar and a drawstring closure at the waist.

A, B, C, D Are Illustrated on Opposite Page

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[illegible]

18. 1977 中国国际贸易——见 *Journal of Trade*, 1977, 4(2)

16-INCH BLACK.
BYD MANCHURIAN DOG

[illegible]

Hatchery: Hatch code, **Albino's** Hatch Code 06
Archived: 12, 14, 16, 18, 20. Length, 18 inches.
Hatch date. Shipping weight, 4 lbs. 1/2 oz.

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